



KELSEY BRANNAN



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1734 E Peters Colony Rd
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FREELANCE

Freedom Park Valet Services
Irving, TX
Newsletter Design
2018

Second Chances Independent Film
Carrollton, TX
Logo & Banner Design
2018

Green Gypsy Living & Yoga
New Braunfels, TX
Logo Design
2017

Freedom Park Valet Services
Irving, TX
E-mail Banners & Event Posters
2017

Drowzy Dawg Animal Rescue
Dallas, TX
Website Design
2016

Chamber Music International
Dallas, TX
Website Design
2016

Highpoint Band
Arlington, TX
Album Artwork & T-Shirt Designs
2015

EDUCATION

The Art Institute of Dallas
Dallas, TX
DECEMBER 2017
BACHELOR OF FINE ARTS
GRAPHIC & WEB DESIGN

North Lake College
Irving, TX
2009-2011
GENERAL STUDIES

WORK EXPERIENCE

T-TYCOON SOLUTIONS
GARLAND, TX
9/2018 - 12/2019

Graphic Designer

- ✔ Worked as part of a small in-house art production team in a fast-paced design studio setting, for a leading clothing supply chain
- ✔ Created custom digital art for branded clothing; finalized and prepared art for screen-printing
- ✔ Created mock-ups and merchandised collections for client presentation
- ✔ Designed layouts, wrote and edited copy, and performed photo retouching for print and web marketing collateral
- ✔ Created garment mock-up and presentation templates that drastically improved the overall efficiency of the art team as well as the client experience

GENPACT
RICHARDSON, TX
1/2018 - 9/2018
(Contract)

Talent Marketing Manager & Graphic Designer

- ✔ Conceptualized, designed and produced printed and digital marketing materials in support of talent acquisition and community outreach efforts for the entire U.S. recruitment team
- ✔ Communications and campaign development working across social, digital, and traditional media
- ✔ Ensured brand consistency through all marketing materials, internal and external communication
- ✔ Created and managed the first ever Genpact Facebook page for the U.S.
- ✔ Created original content for social media and print including digital photography (shooting & editing), illustration, graphics creation, banners, copy writing and editing, flyer's, etc. And maintained monthly content calendars for multiple social media channels

TECHNICAL SKILLS

Adobe Illustrator Adobe Lightroom
Adobe Photoshop Wordpress
Adobe InDesign Social Media & Hootsuite
Microsoft Excel Copy Writing & Editing
Microsoft Word Apple Garageband
Microsoft Powerpoint
Microsoft Outlook
Knowledge of Screen Printing
Techniques - Ink/Fabric Types

DESIGN SKILLS

Digital Illustration Conceptualization
T-Shirt Design Print Production
Template Creation Copy Writing and Editing
Digital Photography
Batch Photo Editing
Layout
Typography
Brand Identity
Marketing

SOFT SKILLS

Communication
Efficiency
Accuracy
Creativity
Leadership
Project Management
Teamwork

WORK EXPERIENCE, CONTINUED

FREEDOM PARK VALET SERVICES

IRVING, TX
2016 - 2018

Human Resource Manager & Graphic Designer

- ✔ Led a team responsible for the sourcing, screening and hiring of qualified candidates and played a key role in community outreach, recruitment, on-boarding, employee engagement and retention
- ✔ Created and edited job descriptions and designed external communications to attract a talented target pool within the market wage range
- ✔ Created, designed and maintained a bi-monthly employee newsletter and drafted department specific employee announcements
- ✔ Planned and executed large-scale company events; including designing and producing promotional materials (flyers, posters, etc.)

FREEDOM PARK VALET SERVICES

IRVING, TX
2014 - 2016

Customer Service Representative

- ✔ Ensured excellent customer service while answering incoming customer calls, creating and maintaining customer accounts, updating reservations, handling customer complaints and promoting special services
- ✔ Communicated with a high volume of high-level business clients via phone, e-mail, social media, and in person to assist in inquiries, complaints, reservations, and account management

TRAIL DUST STEAKHOUSE

ARLINGTON, TX
2011 - 2014

Event & Marketing Manager

- ✔ Managed marketing and promotion of all in-house special events and catering events
- ✔ Utilized networking, visits to local businesses, along with phone and e-mail communication to grow event sales and brand awareness in the community
- ✔ Coordinated the planning, staffing, inventory prep and set-up of all catering and special events
- ✔ Designed and produced both digital and print marketing and promotional materials including email templates, business cards, flyers, menus, social media content, brochures and posters

INTERESTS



MUSIC WRITING
AND PRODUCTION



PHOTOGRAPHY
AND EDITING



CUSTOM ART



FILM