



BRANDON D. WASHINGTON

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Professional Profile

- Creative and driven professional with over 15 years' experience in project management and graphic design.
- Track record of increasing sales and profits through strategic planning, in-depth market research, and a keen eye for innovative design.
- Proven ability to successfully partner with clients to craft brand messaging and visuals which provide creative solutions and improve brand awareness.
- Skilled in collaborating with all levels of personnel to develop, execute, and manage marketing plans, and achieve revenue/profit targets.

Project Management | Print, Web & Graphic Design | Brand Development | Marketing & Advertising

Adobe Illustrator, InDesign, Photoshop | MS Word, PowerPoint, Publisher | Social Media | CRM Systems | Mac/PC | HTML

People Management | Leadership | Collaboration | Customer Service | Attention to Detail | Copywriting

Education

Texas A&M University – Commerce, Commerce, TX

Bachelor of Science in Design Communications, December 2000

Professional Experience

Habitat for Humanity of Collin County, McKinney, TX
Marketing Specialist

June 2017 – Present

- Plan and execute all Internet marketing activities including email communications, social media posts, and newsletters for Habitat for Humanity and the Restore
- Plan and coordinate all events and publicity aimed at increasing awareness or generating funds for Habitat and the Restore
- Create and manage all marketing pieces such as brochures, flyers, banners, annual report, weekly Restore Ad, and family bios etc. for Habitat/Restore
- Execution of video production and creation of marketing video pieces for social media and internal resource needs
- Create and manage all public relations activities and Press Releases for Habitat and the Restore
- Plan and execute special events and trade shows.
- Contact and hire for event; submit payments for approval
- Assists with all fundraising campaigns for Habitat by selection of and design of promotional products and giveaways

Created a successful ad campaign resulting in increased sales of \$5,130.64 compared to the previous year. The ad campaign resulted in new customers and an established branding for the Habitat Spring Bling event. As a lead Marketing Specialist for a Giving Day campaign, we raised \$83.940 through advertising and increasing publicity/traffic to social media and websites.

Target Corporation, Rowlett, TX; Wylie, TX
Team Leader, Sales Floor

January 2000 – Present

- Supervised and managed a sales team of 5-10, and effectively delegated tasks to ensure successful merchandise flow and logistics. Conducted yearly reviews of employees, assessed strengths and weaknesses, and developed individualized improvement plans to achieve business goals.
- Maximize the recovery and organization of store merchandise, which has led to the store achieving the highest possible rating
- Increase production and recovery time by formulating a system to execute tasks in a more efficient and organized manner
- Achieve 100% completion of store recovery during each transition month by successfully facilitating group meetings and distributing plans for execution of store recovery
- Effectively manage employee performance, including appraisals, support, training, and discipline; provide strong leadership to motivate high-level performance
- Develop and maintain a safe work environment to meet all health and safety standards

Exceeded company goals and led the electronics department to rank #1 in the Dallas District in credit card sales and service plan conversion, Q4 of 2006.

Supervisor, Signing

- Supervise all signing/transitions in the store; structure monthly workloads and communicate detailed information to employees on specific signing programs.
- Improve store sales through effective presentation design and strategic sign placement;
- Represent and strengthen the company brand by developing elaborate layouts using blue prints and carefully planned and innovative design schemes
- Develop and implement practical continuous improvement processes; planning and management of resources to consistently meet production, quality and cost goals

Awarded the Vibe Team Hero award for developing purchase orders for operational supplies, and maintaining a balanced budget for Target's signing department.

BDWDesigns, Garland, TX
Graphic Designer, Freelance

January 2005 – Present

- Oversee clients' design projects from start to finish, and advise on promotional strategies. Create layout design schemes with the purpose to increase sales.
- Execute monthly newsletters, enhance social media and email marketing, and implement promotions through video media, and perform event photography
- Develop promotional concepts that lead to marketing materials with a creative and attention-grabbing style

Bradfield Recreation Center, Garland, TX
Recreation Aide

March 2017 to Present

- Initiation of facility operations data and directing the proper utilization of city facilities, by supervising daily building procedures through providing information to the public
- Manage the open and closing of the facility through the supervising of daily task and routines.
- Supervise recreation activities and events that strategically lead to timely and successful completion.
- Enforce and maintain City and Department policies as needed including interpreting and relating department rules and policies to customers.

Achieved success promoting the recreation center through advertising design on billboards. Accomplished growth in events and programs with informative feedback as an expert scheduler

Michaels Craft Stores, Dallas, TX
Certified Framer

June 2004 – March 2009; February 2015 – February 2017

- Responsible for sales of custom and ready-made frames. Assist in planning work flow and production orders, placing material orders, and maintaining of the frame shop
- Provided solutions and design 3D layouts, present frame selections, and generate mat selections to enhance the art, based on the look, feel, color, texture, value, and harmonies of the pieces (using precise measurements, color theory, style, and design symmetry)
- Sold the shop's first Quadruple Mat, which produced one of the best examples of complementary art design

Achieved a ranking of 13 (of 18) in the Design Feature Summary.
Exceeded sale goals by over \$1,000 dollars in frames, with a total of \$2,379 in one week.

Copy Max, Mesquite, TX
Desktop Publisher

March 2003 – January 2004

- Designed print layouts for customers including business cards, flyers, brochures, stamps, banners, T-shirts, cups, buttons, stationary, sports marketing and other promotional media.
- Launched print material laser printers such as, The Docu Tech, Laser Canon, Fiery 2000, Fiery 12 color, Engineering Machine, the Zoomer enlargement poster machine, & Xerox copies; also provided color separation with different color formats
- Negotiated with customers concerning all forms of price packages, including business cards, desktop publishing, and print production

Increased production 20% by coordinating project management/advertising for marketing campaigns.
Managed a print production team to obtain a 10% profit increase in sales, leading to bonuses for employees, and a print shop ranking of #4 in the country

Volunteer Experience

Toastmasters International – Literary Legends Club
Vice President

July 2013 – July 2015

- Voted into the position by fellow group members; managed public relations, and supervised marketing strategies to promote organizations and events; reached attendance goals and contributed to successful fund raising campaigns
- Provided extensive photography compilations of all events and speaking engagements for book writers, motivational speakers, and community events

Led to a 15% gain in membership through, flyers, social media marketing, and event planning