



BRANDON D. WASHINGTON

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Professional Profile

- Experienced professional in advertising, ReStore ads/catalogs, press releases, monthly newsletters, standard rich media vehicles, commercial campaigns, marketing strategies through creative photo aesthetics for e-Commerce, tabloids, in-store signage, and social media management, and printing with art sizing and color application for with positions at Texas A&M University-Commerce, Habitat for Humanity, Target and Michaels.
- Creative and driven professional with over 15 years' experience in project management and graphic design.
- 20 years' experience setting up presentations/displays for sales merchandising.
- 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 in order to 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. Lead groups of students and interns from Collin College in marketing through various media that include print, websites, Google Ad words, and social media.
- As lead project manager, I established marketing department goals, while developing strategies to create new systems and revise established procedures. I researched and conceptualized print and web-based material including visualization, layout, design and production.

**Project Management | Print, Web & Graphic Design | Brand Development | Marketing & Advertising
Image Composites and Manipulation | Art Direction | E-Commerce Management**

Adobe Creative Suite, InDesign, Photoshop | MS Word, PowerPoint, Publisher | Social Media | CRM/SEO/SEM Systems | Macintosh/PC

People Management | Leadership | Collaboration | Customer Service | Attention to Detail | Analyst | Photography

Education

Texas A&M University – Commerce, Commerce, TX

Bachelor of Science in Design Communications, December 2000

Professional Experience

Texas A&M University-Commerce, Commerce, TX
Digital Communication Specialist

September 2021 – Present

- Helps to promote A&M-Commerce to prospective students and their families, community-based organizations, and educational partners by contributing a unique and fresh interpretation in preparing feature stories for the Enrollment Management webpages and social media. Manages digital strategy through marketing, digital communications, & photography/video.
- Helps to promote the University to prospective students by using invention, imagination, originality and talent in preparing copy for digital Enrollment Management's digital strategy.
- Assures the production of material consistent with established guidelines.
- Contributes to the development of digital content by reviewing and recommending revisions or changes in scope, format, and content or determining the need for development of new material.
- Assures consistency with standards by editing, standardizing, or making changes to material prepared by other writers or other personnel.
- Develops subject matter for content by conferring with Enrollment Management stakeholders.
- Maintains a project log of documents and other records and files, working with other staff members as part of a team to facilitate the reuse and storage of electronic document files, and assisting in the supervision of an office staff of editorial graduate assistants and student employees.

- Contributes to a work environment that encourages knowledge of, respect for, and development of skills to engage with those of other cultures or backgrounds.
- Remains competent and current through self-directed professional reading, developing professional contacts with colleagues, attending professional development courses, and attending training and/or courses as directed by the Executive Director of Marketing and Communication and the VP for Enrollment Management.
- Contributes to the overall success of the Office of Marketing and Communications and the Division of Enrollment Management by performing all other duties and responsibilities as assigned.

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

June 2017 – June 2022

- Plan and execute all digital strategy marketing including email communications, newsletters, photography, video promotions of housing, and interviews 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 project manage all marketing pieces such as brochures, flyers, banners, photography, annual report, family bios etc. for Habitat and the 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 while leading groups of students and interns in digital communication marketing and print promotion.
- Contact and hire for events; submit payments for approval.
- Assists with all fundraising campaigns for Habitat by selection of and design of promotional products and giveaways.
- Manage advertising through the weekly analysis of marketing, training videos, photography, promotion videos, ReStore ads/catalogs, press releases, monthly newsletters which include use of email marketing, standard rich media vehicles, ad campaigns, marketing strategies through creative photo aesthetics for e-Commerce, tabloids, in-store signage, social media management, printing, emails, landing pages, mobile, microsites, and responsive interactive assets.
- My promotion videos and photos have been used by CBS11DFW, NBC DFW channel 5, and WFAA channel 8.

Created successful holiday events that attracted customer participation through email and social media, which lead to increased revenue from the years 2017 through 2020, for the Restore. We raised a record high above any other Habitat affiliate at \$162,480 to building homes and home repair through my advertising for Giving Day.

**Audobon Recreation Center, Garland, TX
Bradfield Recreation Center
Recreation Aide**

April 2023 to Currently

March 2017 to September 2021

- Initiation of facility operations data and directing the proper utilization of city facilities by supervising daily building procedures and providing information to the public.
- Manage the opening and closing of the facility using required procedures.
- Supervise recreation activities and events to ensure timely closer of facilities.
- Enforce and maintain City and Department policies as needed including interpreting and relating department rules and policies to customers.

Achieved successful promotion of the recreation center through advertising designs on sign boards. Promoted and increased public participation in recreation activities through effective communication of the programs.

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 for brand awareness.

Target Corporation, Rowlett, TX; Wylie, TX

December 1999 – January 2020

Team Leader, Sales Floor

- 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.
- Maximized the recovery and organization of store merchandise, which has led to the store achieving the highest possible rating .
- Increased production and recovery time by formulating a system to execute tasks in a more efficient and organized manner.
- Achieved 100% completion of store recovery during each transition month by successfully facilitating group meetings and distributing plans for execution of store recovery.
- Effectively managed employee performance, including appraisals, support, training, and discipline; provide strong leadership to motivate high-level performance.
- Developed 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.

January 2000 – March 2006 / July 2008 – April 2018

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.

Volunteer Experience

Toastmasters International – Literary Legends Club

July 2013 – July 2015

Vice President

- 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 fundraising 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

Concord Church

- Deacon Ministry – Selected by Pastors and Elders to serve church members in seasons of bereavement and illness.