

Douglas Branson

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QUALIFICATIONS PROFILE

Graphic Artist • Creative Director • Producer with extensive experience in multimedia, marketing and print design. Exceptional collaborative and interpersonal skills; dynamic team player with well-developed written and verbal communication abilities. Highly skilled in client and vendor relations and negotiations; talented at building and maintaining “win-win” partnerships. Passionate and inventive creator of innovative marketing strategies and campaigns; accustomed to performing in deadline-driven environments with an emphasis on working within budget requirements. *Creative experience in the following:*

Print

- Brochures
- Promotional Flyers
- Newsletters
- Media Kits
- Catalogs
- Print advertisements

Multimedia

- Video graphics
- Online Presentations
- Video, Sound, and Graphics for interactive CDs and DVDs
- Packaging and Distribution
- Targeted e-mail Campaigns

Marketing and Promotional

- Screen Printing
- T-Shirts
- Posters
- Client Gift Packages
- Various promotional items
- Press Releases

Technical Proficiency

Platforms: Macintosh OS 9/10, Windows XP/2000

Software Expertise: Adobe Photoshop, Illustrator, InDesign, Quark XPress, Apple Final Cut, Digidesign Protools, Pinnacle, Office Suite, related business, web, and graphic applications.

Professional Experience

Graphic Artist • Creative Director • Producer



Efficiently manage and coordinate design production from concept through completion. Work closely with clients to create vision, conceive designs, and consistently meet deadlines and requirements. Effectively build, motivate, and direct design and production teams. Coordinate freelance designers, consultants and vendors to meet all project requirements. Create and conduct highly persuasive sales and marketing presentations. Expertly convert features to benefits to achieve client objectives. Manage all operational, strategic, financial, quote/bid, staffing, and administrative functions.

Key Achievements:

- Completed Construction of Office / Studio in 2002
- Developing virtual real estate and online multimedia presence
- Established trusting relationships with producers, out sourced designers, vendors, and key clients.

Education / Training

Specialized Technology in Commercial Art (1984)

Art Institute of Philadelphia