

TASHA BRAND

Belmont, MI
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EXPERIENCE

2008 - 2015

Pridgeon & Clay | Grand Rapids, MI Digital Media Specialist

Developed and implemented a standardized global company image across all platforms of company marketing and communications; including print media, specialized presentations, audiovisual materials, photography, and web-based content. Standardized the use of logos, letterheads and other business templates, color palettes, signage, trade show graphics, presentation templates, form templates, and printed marketing material.

Generated compelling and engaging copy with superior attention to detail; including web content, news releases, corporate newsletters, training and development materials, and promotional marketing pieces.

Used multiple programming languages such as html, css, javascript, jquery, and jquery mobile across multiple operating systems to design and maintain corporate websites, mobile app development, and web-based presentations.

Researched, implemented, and maintained various web-based technologies that advanced digital marketing goals; including the integration of a corporate career job board, web form management, and an online accessible media library.

Monitored current trends in social networking tools such as LinkedIn, Facebook and Twitter, measuring the positive and negative impacts these medias may have on the company's marketing efforts.

Coordinated activities for trade shows, technology expos, and internal events such as large scale employee meetings; created trade show graphics and promotional materials, traveled to show sites, managed shipping/logistics, worked with internal staff, 3rd party vendors, and show services to coordinate events.

2005 - 2008

Stafford Communications Group | Greenville, MI Graphic Designer

Successfully managed & coordinated graphic design projects from concept through completion. Worked closely with marketing department and creative team to design and produce computer generated artwork for marketing and promotional materials. Created working relationships with clients to better understand and help guide their vision. Consistently met deadlines and requirements. Assisted in training of new graphic artists.

2004 - 2005

Advance Newspapers | Jenison, MI Paginator/Graphic Designer

Worked closely with editorial department and creative team to produce effective, eye-catching newspaper pages under tight deadlines and strict guidelines.

2003 - 2004

Digital Image Signs & Graphics | Lowell, MI Graphic Designer

Worked closely with clients to enhance their corporate/business identities through the visualization and creation of logos, indoor and outdoor signage and vehicle graphics.

PROFILE

Highly creative and multi-talented designer and marketing specialist with over 10 years of experience working with various forms of media and print design. Exceptional collaborative and interpersonal skills; dynamic team player with well-developed written and verbal communication abilities. Passionate and inventive creator, accustomed to performing in deadline driven environments.

TOOLBOX

Adobe CC       
Office     
OS   
Cloud    

EDUCATION

Bachelor of Science
Grand Valley State University, 2004
Anthropology & Film & Video Production
Emphasis on Animation & Interactive Design

VOLUNTEER WORK

Resurrection Life Church | Rockford, MI
Design Team Volunteer

Attend weekly work sessions to aid in the development of marketing materials that creatively express the church's identity and communicating it visually, verbally and socially. Design projects include weekly bulletins, event graphics, web banners, church guides, ministry branding, signage, and various other printed media. We work closely with the writing team, web team, and video team to create a unified visual message that will effectively engage our community.

Pridgeon & Clay | Grand Rapids, MI
Shares & Cares / Relay for Life Team Member

Created various marketing pieces to promote fundraising events and awareness of various local charities. Design projects included event marketing, informational flyers, t-shirt designs, and other printed media. Volunteer photography work at various events.