

BRANDON VANNO

Creative Marketing Professional

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[Detroit, MI](#)

PROFESSIONAL ASSETS

1

Expert in developing compelling creative solutions, building brand integrity, and ensuring marketing assets are powerful and effective.

2

Strong communication skills, both verbal and written, with the ability to articulate design concepts and ideas clearly and confidently.

3

Receptive in collaboration with clients, stakeholders, and team members to execute complex projects timely and accurately.

CREATIVE PROCESS



IDENTIFY



DISCOVER



SIMPLIFY



IDEATE



STRATEGIZE



CREATE



EXECUTE



EVALUATE

EMPLOYER HISTORY

Marketing Director

Arterra Luxe | 2022 - 2023

- Directed the creation and execution of essential departmental procedures and comprehensive marketing initiatives for an emergent organization.
- Created identity guidelines for all marketing collateral, culminating in enhanced brand recognition and integrity, while venturing into new markets.
- Devised and executed recruitment campaigns for new agents in upscale markets, resulting in a 90% growth rate within a span of less than one year.

Senior Graphic Designer

Motovicity/Turn14 | 2017 - 2022

- Directed the development and refinement of all brand materials for events, presentations, websites, product marketing, sales campaigns, and more.
- Led a comprehensive website revamp, encompassing front-end UI/UX design and enhanced backend functionality for a large eCommerce site, resulting in 45% more traffic and a 30% reduction in navigation time.
- Demonstrated my drive for success through meticulous attention to detail.

Creative Manager

Multi-Bank Securities | 2014 - 2016

- Researched and implemented new customer engagement methods to increase company revenue, promote new products, and boost ROI.
- Successfully redesigned an online trading platform, while navigating a complex corporate structure with varying ideas and visions.
- Responsible for proofing and press checks for printed materials, exhibit displays, and promotional materials resulting in zero defects.

Multi-Media Specialist

Magna International | 2011 - 2013

- Collaborated with a global team and company executives to conceptualize, create, and implement an enhanced corporate identity system.
- Led programmers in developing frameworks for large interactive displays for showcasing products at trade shows, exhibitions, and symposiums.
- Designed a comprehensive 4 module (sales, quality, purchasing, logistics) framework for internal data tracking system resulting in increased departmental communication and enhanced ROI.

SKILLS

- Creative Direction
- Art Direction
- Brand Management
- Strategic Planning
- Corporate Identity
- Corporate Presentations
- Exhibit Layout/Design
- Multi-Media Design
- Web Design
- UI/UX Design
- Print Design
- Content Creation
- Video/Animation
- Photography

TOOLS

- Adobe Creative Cloud
- Google Business Suite
- Meta Business Manager
- Sketch/Figma
- Wordpress
- Squarespace
- HTML/CSS
- Workfront
- ChatGPT

DEGREE

- Bachelor of Arts
- Graphic Design
- Madonna University

VALUES

- Furture Focused
- Culture Conscious
- Diversity Driven