

PROFESSIONAL SUMMARY

Versatile Graphic Designer with over 8 years of experience creating innovative digital assets for social media, marketing, and branded content. Demonstrated success leading creative direction and maintaining brand consistency across multiple platforms. Skilled in collaborating with stakeholders to produce visually engaging designs that strengthen brand presence in entertainment, media, and sports spaces. Passionate about visual storytelling and elevating creative strategy from concept through delivery.

CORE SKILLS

Design & Branding: Digital & Social Media Design, Motion Graphics, Editorial Design, Campaign Development, Visual Storytelling, Typography, Art Direction.

Software Expertise: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Firefly, Express, Fresco), Figma, Ceros, WordPress, Canva, Midjourney, Microsoft 365, Google Workspace, Slack, Monday.com, Meta Business Suite, Slack Collaboration: Stakeholder Communication, Cross-Functional Teamwork, Creative Project Management, Brand Consistency, Concept Development

PROFESSIONAL EXPERIENCE

Senior Graphic Designer, EBONY Magazine, New York, NY (Remote) | 2021 – 2025

- Led digital and visual design for editorial, social, marketing, and branded content, ensuring brand integrity across all touchpoints.
- Functioned as Creative Director (Jan–Jul 2025), guiding visual identity and leading content packaging, style guide creation, and campaign rollout.
- Collaborated with Editorial, Branded Partnerships, and Marketing teams to develop compelling digital campaigns and sponsorship materials.
- Designed social media and digital assets for major initiatives such as EBONY Power 100, Black History Month, Juneteenth, and HBCU Yard Fest.
- Produced motion graphics and video edits using After Effects and Premiere Pro to elevate social content engagement.
- Partnered with major brands including Nationwide, Nissan, and De Beers to produce advertiser-aligned visual campaigns.
- Ensured timely delivery of assets for concurrent projects, maintaining strong communication with stakeholders and project managers.

Key Achievements:

- Directed visual rollout of EBONY Power 100, boosting engagement by 60% across digital platforms.
- Introduced new digital templates that improved content production efficiency by 40%.

Owner, Art Director, Bruton Creative, Cleveland, OH | 2014 – present

- Founded and managed a creative design studio serving over 100 clients across entertainment, small business, and media sectors.
- Created original branding systems, websites, and social campaigns that enhanced client visibility and engagement.
- Delivered tailored content strategies integrating social media design, logo systems, merchandise, and digital storytelling.
- Built scalable visual frameworks ensuring brand cohesion across all client touchpoints.

Notable Projects:

- Led rebranding and digital design for multiple entertainment personalities and small businesses.
- Produced high-impact campaign visuals that consistently increased client audience engagement.

Art Director & Co-Producer, Accidental Comedy Club, Cleveland, OH | 2011 – 2017

- Designed and managed branding, digital assets, and motion graphics for national tours and comedy festivals.
- Developed and executed cross-channel marketing visuals, posters, and social campaigns that boosted event attendance and recognition.
- Collaborated with performers and producers to craft cohesive, engaging event branding.

PROFESSIONAL EXPERIENCE

Senior Graphic Designer, Smell the Smoke Media, Bedford, OH | 2006– 2014

- Designed full-service branding and marketing collateral for clients in entertainment, hospitality, and lifestyle industries.
- Created custom WordPress websites, logos, and print materials to support client growth and visibility.
- Managed multiple design projects simultaneously, ensuring consistency across print and digital media.

AWARDS & RECOGNITION

Charlene Truitt Nelson Award for Outstanding Website Design (2023)

Ohio Hip Hop Award, Graphic Designer of the Year (2009)

PORTFOLIO

Social Links Available Upon Request