

BAILEY BROWNING

ART DIRECTOR / GRAPHIC DESIGNER

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SUMMARY

I'm a graduate of the Creative Advertising program at Virginia Commonwealth University with a future goal of working somewhere where I'm able to use my creativity to promote good in the world. I love anything challenging with an opportunity to problem-solve. I believe that it is an artist's job to make the message irresistible and that's really what I aim to do with my work.

EDUCATION

Virginia Commonwealth University

BA Creative Advertising | 2018 - May 2021

- GPA: 3.962
- Member, Kappa Tau Alpha
- Member, VCU Ad Club

SPECIALIZATIONS

- Adobe Creative Suites (Photoshop, Illustrator, InDesign, Premiere Pro, XD, etc.)
- Qualitative & Quantitative Research
- Leadership
- Creative Briefing
- Non-profit Organization
- Art Direction
- Graphic Design
- Print Advertising
- Direct Mail Design
- Deck Design
- Microsoft Office Suite
- Canva
- Photography
- Videography

VOLUNTEER WORK

- **Blue Ridge PBS** (2017-2018)
Phonebanking, Camera Operation
- **St. Jude Children's Research Hospital** (2008-2018)
Fundraising, Math-A-Thon
- **VCU CreateAthon** (2019, 2021)
Leadership, 24-Hour Advertising Design Event

EXPERIENCE

ANSTEY HODGE ADVERTISING GROUP

Associate Art Director | April 2022 - Present

- Designing, Concepting, Editing, Producing, and generally being a Jack-of-All-Creative-Trades.

Graphic Designer | 2021 - 2022

- Designed work to reflect brand identities in cooperation with goals of marketing campaigns.
- Became well acquainted with the art of Print Advertising and Direct Mail designs.
- Concepted ideas, designs, and campaigns to reach specific markets (including, but not limited to, Senior-focused demographics).

FREELANCE GRAPHIC DESIGN

Freelancing Designer | 2015 - Present

- Developing logos for various businesses and programs.
- Producing designs for product labels/packages and promotional materials.

CARILION CLINIC

Strategic Marketing Intern | 2017 - 2018

- Assisted with the executions process for a multitude of marketing campaigns.
- Created digital motion graphics and videos for numerous social media platforms.

ROANOKE COUNTY SCHOOLS

Mass Communication Intern | 2017 - 2018

- Oversaw a team designing logos for 20+ programs at the Burton Center.
- Updated and maintained the Burton Center for Arts and Technology's school webpage.
- Mentored students during a 7-day video production camp.