

# Brandon Merritt

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## OBJECTIVE

An individual motivated by all elements of visual communication and graphic design. I am seeking a career that allows my innovation and creativity to be expressed in a manner that coincides with an organization's culture and brand.

## EDUCATION

Central Michigan University,  
Mount Pleasant, MI  
B.A.A. Integrative Public Relations  
2012 – 2017

## KEY SKILLS

Adobe Creative Suite/Cloud  
Adaptability  
Problem Solving  
Written & Verbal Communication  
Time Management  
Organization  
Self-Motivated

### **Content and Visual Designer • Three Rivers Commercial-News**

August 2017 - Present

- Create and organize content and graphical elements for the newspaper, with high attention to consistency and content prioritization
- Develop visual designs using tools such as Adobe Creative Suite including InDesign, Photoshop, Illustrator
- Scope projects accurately, conceptualize new features, and meet deadlines in a dynamic and fast pace environment
- Discuss designs and layouts with peers and other project team members, provide feedback, and receive input
- Make informed design decisions around typography, composition, color, and other visual elements to support and reinforce the key message

### **Graphic Designer • Freelance**

July 2016 – Present

- Meet with clients to determine the scope of a project
- Advise clients on strategies to reach a particular audience
- Develop graphics for product illustrations, logos, and layouts
- Incorporate changes recommended by the clients into final design

### **Marketing Intern • Mount Pleasant Area Chamber of Commerce**

January 2017 – May 2017

- Aided in production, printing, and distribution of promotional materials
- Facilitated and managed digital marketing efforts through various social media platforms and mass email campaigns
- Advertised events through the use and creation of effective design materials such as flyers, brochures, fact sheets produced using various applications within the Adobe Create Suite

### **Wide-Output Assistant • Central Michigan University**

August 2016 – May 2017

- Assisted in production, printing, and distribution of requested materials
- Oversaw the printing process from file to handing it off to the customer(s)
- Ensured all projects met customers' expectations by implementing a thorough final review process before marking it as complete