

Brandee Cheung

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Qualifications Summary

Proactive, creative Graphic Designer and Social Media Manager adept at identifying customer needs through extensive analysis and research to consistently deliver top-notch content designed to promote brands and increase profits. Readily collaborate with diverse teams on projects, operations and branding initiatives.

- Lifecycle Project Management
- Graphic Design
- Social Media Account Oversight
- Brand Development
- Ads, Presentations & Promos
- Content Production
- Web Design & Development
- Photography / Editing
- Staff Training & Leadership
- Customer Service
- Data Analysis
- Market Trend Research

Founder

bxdxc llc Media, Marketing, Web, Ads, Web, Content Creation

December 2019 to Present

Branding, Media and Marketing LLC focused on Visual and Social Media Content Creation

- Branding
- Web & App Development
- Full Stack Developer
- Web Design
- Marketing Print Design + Work
- Custom Digital Media
- Digital Media Marketing
- Content Creation
- Public Relations
- Clothing Textiles
- Accessories + Merchandise
- Data Analysis
- Audio + Music
- Photography
- Videography
- Full Stack Web & App Dev
- Social media Paid Partnerships
- Social and Web Paid Ad Campaign
- Professionally Edited Content
- Adobe Suite Specialist

Brandee Cheung

Page | 2

- FB/IG/GOOGLE & more social media platform Paid ADS, BOOSTS, & PROMOTIONS (and organized partnerships/ collaborations with other like minded successful social media influencers and/or customers + B2B marketing & Partnerships to help clientele reach success in today's social media & online industry focused society.
- Help people (for personal goals or business goals) to reach their full potential when it comes to all of the above because everyone deserves help to achieve their aspirations, and marketing oneself is the best and only way to really get your name/ company name out there. With consistent and persistent around the clock monitoring & responding to each and every DM, MSG, COMMENT, Etc.
- Connecting you with your followers, clientele, and helping to encourage & successfully produce user generated content as you grow as an individual on social media, a website based business (ie: e-commerce site needing clientele outreach), and also help with brand development and growth to keep your audience coming back for more.
- Creative content for social media, apparel, designs for logos, posts and all
- Organize and carry out photo and/or photoshoots (I edit content using Adobe CC) - if you are a client just looking to do a shoot or video shoot I am able to book and schedule you for that just contact me and I can come to you or vice versa
- Create & Design brandee and effective websites, including E-Commerce Websites

@bxdbc | #bxdbcMedia | FB: BXDXC
Contact: Bxdbc@outlook.com

Director of Graphic Design | Social Media Manager DYPER – PHOENIX / ARCADIA, AZ

2018 To December 2019

Director of Graphic Design | Social Media Manager, DYPER, Scottsdale, AZ 2018 to 12/2019

- Orchestrated photo shoots from beginning to end – scheduling, shooting, editing and execution – to promote products on website and all social media platforms. Generated social media content, adverts and promos; evaluated data and revitalized content to optimize brand reach. Partnered cross-functionally with creative teams/management to introduce, develop and establish policies and processes.
- Represented company at external events and online to promote brand.
- Increased sales through promotions and creative collateral; championed customer service and packaging for startup.
- Took on a secondary title as the Social Media / Ads Manager title in to being the Director of Graphic Design role in creating the face of DYPER and its overall branding and look through creating the trademarked phrase and hashtags #BAMBOOBUM used by the company, the online ad content material and print material branding of DYPER via social media and print media, shot the photography used on site and in the ads, produced the design and made the orders for the printing of the signature branded shipping tape, designed and printed several signature branded postcards and promo cards sent out to customers and major events, designed and printed various booklets, completed a content library full with 4tb of photos and graphics for the company usage for ads, social media, and print work for DYPER (including 5e other two facets for the company STYR and GYFT baby)

Brandee Cheung

Page | 3

- Managed Pinterest, Facebook and Instagram with large scale ad budget with large results in revenue

Graphic Designer | Data Analyst, Uber, Phoenix, AZ

2017 to 2018

Spearheaded layout, formatting and design of deliverables (visuals, graphics). Collected and analyzed national data for accuracy, coherency and quality; coded queries, processed data and presented findings to Corporate.

- Create aesthetic presentations for the team and corporate each week, including the required elements, fonts and colors referenced from their brand design guidelines and requirements
- Produce & optimizing google spreadsheets to make any and all data easier to auto update, read, & transfer between several data sheets which would be coded using queries auto calculate summaries of data on a day to day basis.

Social Media/Design Consultant, Dreyton Vang Sequence1 Media, Mesa, AZ

2016 to 2017

Planned, designed and implemented website and social media content (incl. extensive photography portfolio) to advance company's marketing strategy, brand awareness and revenues. Assessed and met customers' design production needs.

- Modeled for various shoots and video for portfolio and social media representation of the skills and production services the company offered
- Contribute in the overall look and scene settings of the shoots and editing process using Adobe Photoshop and After Effects.

Manager | Events Marketing, Maya Day and Nightclub, Scottsdale, AZ

2014 to 2017

Coordinated schedules based on staffing and public events. Trained and directed staff to increase productivity and collaboration, as well as to obtain high-quality customer service.

- Updated and maintained social media platform; created content related to establishment's news, events and products.

Social Media Output | Graphic Designer, Ocotillo, Chandler, AZ

2013 to 2014

Produced content across social media platforms and graphics to promote brand and increase customer engagement.

- Set up their first social media account to try and drive more revenue by capturing the attention of people in and around the area.
- Posted daily photos from each company website in the complex.

Brandee Cheung

Page | 4

- Created & posted graphics for each business in the area for daily usage, holidays, promotions, and products/services offered by each company there.

*Prior experience as **Graphic Designer & Social Media Intern** with Soul Carrier (2013 – 2015).*

Education

Graduated Cum Laude

**Bachelor of Science in Graphic Information Technology & Web Development
With a Primary Focus in Web Development & Secondary in Graphic Design
2017**

Arizona State University - Ira A. Fulton School of Engineering, Tempe, AZ
Concentration in Graphic Design & Web Development

Professional Training

Advanced Social Media Strategy Training – Influential Summit Attendee, 2018

Technical Proficiencies

FULL STACK DEVELOPMENT: HTML, CSS, JavaScript, jQuery, Python, Lottie, CAD, autoCAD, RHYNO, Full Adobe Suite Specialist (Photoshop, Illustrator, InDesign, Lightroom), Sketchup, Microsoft Office (PowerPoint, Outlook, Excel, Word), Google Suite, Social Media Campaigns and Paid Promotions, Management, Social media Marketing, Branding, Content Production, Management