



# BRIONA T. CULMER

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- ImpactCreatively.com
- Dallas, TX 75052

## ABOUT ME

Highly organized and detail-oriented graphic designer and branding specialist with more than 10 years of experience. Seeking a mid-level position as a marketing and communications manager. Driven self-starter and fast learner who has partnered with over 50 small to large business owners to maximize their profitability through effective marketing and brand development.

## KEY SKILLS

- Adobe Creative Cloud
- Microsoft Office Suite
- Google Suite
- Team Management (Slack + Asana)
- Website Design + SEO
- Copy Development
- Digital Communication Campaigns
- Social Media Management

## PERSONAL STRENGTHS

- Attention to Detail
- Balancing Artistry with Audience Appeal
- Visually Representing Ideas
- Critical Thinking
- Deadline Management
- Multitasking and Flexibility
- Prioritizing
- Problem-solving



”VISION WITHOUT STRATEGY  
REMAINS AN ILLUSION.”

LEE BOLMAN

## EXPERIENCE

### Spiro at GES Viad Inc.

Dallas, TX  
May 2022 – April 2023

#### Graphic Designer

- Design booth concepts for medical companies
- Create pre-flights and production files for national medical show
- Compose creative copy for marketing and branding use
- Design innovative and engaging social media content

### Inviso Corporation

Seattle Washington  
May 2022 – Current

#### Contract Graphic Designer

- Develop, design, and publish email marketing for Microsoft Corporation
- Construct and implement graphic standards
- Produce and distribute email newsletters and updates
- Develop team case study's for upper level management presentations

### Impact Creative Design Co.

Houston, Texas  
March 2012 – Current

#### Marketing Director

- Create and publish website designs for consumer use
- Develop and manage search engine optimization plans
- Compose creative copy for marketing and branding use
- Design innovative and engaging social media content

## EDUCATION

### University of Texas at Arlington, B.S. Architecture

Arlington, TX  
August 2023

### University of Houston, B.S. Architecture

Houston, TX  
August 2022 – May 2023

## NOTABLE CLIENTS

