



terisa brenna

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p: 813-956-2100 e: terisadesign@gmail.com w: terisadesign.com

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Multidisciplinary, award-winning designer with over a decade of experience who specializes in branding and marketing design.

## education

Bachelor of Fine Arts in Graphic Design (with Honors) **dec.2012**  
The Art Institute of Tennessee–Nashville

*\*Recipient of the AAF District 7 Jan Gardner Scholarship Recipient,  
AAFN Scholarship and Ai-TN Foundations Scholarship*

## specialties

- Branding & Identity
- Campaign Concepting & Design
- Art direction

## skills

- Email marketing strategy, design and development
- HTML5 & CSS3, Wordpress, Squarespace
- Environmental Design

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## experience

INKED BRANDS – Bowling Green, KY  
Senior Marketing Designer **apr.2016 – present**

*By way of a recent restructuring, I moved into a design-centric role that better aligned my talents and key areas of expertise to be utilized during this phase of growth.*

Branding expert for a rapidly growing company providing e-commerce solutions for 9+ brands in categories ranging from crafting and DIY, to creative education, apparel, cooking and party goods.

- Brand identity design for brand partners, in-house brands and special campaigns
- Design results-driven email marketing campaigns; provide creative strategy and copy writing support in a fast-paced, high demand environment.
- Design packaging, promotional print and trade show materials

## freelance

Provide branding and marketing design for musicians, an upscale barbershop, start-ups, non-profits and more.

- Projects include brand identity, brand consulting, marketing design, responsive websites, event invites and promotional materials, signage and trade show / exhibit design.

## awards

- 2013 & 2012 Nashville Judges' Choice & Gold ADDY® Award
- 2011 Best of Show (Portfolio Show), The Art Institute of TN-Nashville
- 2011 National Student Gold ADDY® Award
- 2009 In-House Design Award – GD USA
- 2004 Best Corporate Identity – Minneapolis Business College

## project highlights

- Collaborated with a small team of developers and tech experts at Hack Nashville 2014 to deliver a beta version news app and marketing site. My role was largely in name concepting, brand strategy, identity, UX/UI design and copywriting support.
- Worked with mentors from St8mnt—a branding agency located in Brentwood, TN—to produce print collateral for a local youth outreach non-profit, skatepark, and concert venue called Rocketown.

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INKED BRANDS – Bowling Green, KY  
Brand Manager **jan.2015 – apr.2016**

Oversaw all brand design and photography on a small team of 4+ people, while ensuring brand vision and identity is consistently translated in visual marketing communications. Executed all branding duties mentioned above as well as managing, budgeting and supporting staff.

- Provided art direction on brand design, styled product and lifestyle shoots
- Hired, trained and developed a staff of junior graphic designers + photographers on a fast track to achieve peak performance and brand ownership
- Developed an incentive-based, weekly brand training program that yielded positive results with designers gaining a deeper understanding of brand aesthetic and ownership
- Contributed to the achievement of over \$1M in Black Friday sales 2015 through proactive leadership, team communication and workflow strategy
- Workflow optimization to ensure maximum output capacity with limited resources to support high-volume



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## experience (cont.)

ADVENT MARKETING – Nashville, TN  
Contract Designer **july.2014 – nov.2014**

- Environmental design and production for an agency that specializes in experiential marketing for collegiate and professional sports arenas, athletic facilities and offices.
- Clients include Texas A&M University, Lipscomb, Penn State, University of Maryland and St. Mary's University.

REDPEPPER – Nashville, TN  
Art Director/Designer **nov.2013 – may.2014**

Delivered design and conceptual thinking for a wide range of projects within a digital advertising agency.

- Brand concepting, design and execution
- Website design and pitch work
- Market research and analysis

VISUALINK CREATIVE – Franklin, TN  
Designer **apr.2013 – nov.2013**

Designed a combination of print and digital media for a boutique design firm with clients ranging in national retailers to local private schools.

- Print collateral, email marketing, website design and graphics
- Branding/rebranding strategy
- Event concept and design, retail display and promotions

THE BUNTIN GROUP – Nashville, TN  
Studio Intern **jan.2012 – mar.2012**

Worked on special projects, assisted in national ad campaign photoshoot and otherwise provided design and production support to the team.

CATALINA MARKETING – St. Petersburg, FL  
Graphic Designer **sep.2009 – jan.2011**

Handled all graphic production and oversaw the account for the second largest retailer in the U.K.—Sainsbury's.

- Simplified workflow with a 50% gain in efficiency through a 200% growth in production.
- Optimized, documented and implemented hand-off of 8+ accounts. Interfaced with external production resources in India on a daily basis to ensure smooth operations.
- Team lead on account training. Implemented digital workflow, reducing costs with department-wide paperless process.

LERNER PUBLISHING GROUP – Minneapolis, MN  
Marketing Graphic Designer **mar.2006 – apr.2009**

- Designed award-winning catalogs, posters, bookmarks, trade show signage and ads for a children's book publisher.
- Art directed and assisted in photo shoots, including athletes from MN Twins, MN Gophers and MN Timberwolves.
- Produced interactive book trailers, website graphics and email graphics.

ARTWAY MEDIA, LLC – Minneapolis, MN  
Art Director **nov.2004 – jan. 2006**

- Art direction & photography within a multimedia design firm.
- Supervised a team of design interns and coordinated the publication of two bi-monthly metro area magazines—lifestyle & events guide & B2B resource guide.
- Communicated directly with local restaurants, bars and entertainment venues; freelance designers, photographers and editors.





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## experience

INKED BRANDS – Bowling Green, KY  
Senior Marketing Designer **apr.2016 – present**

- Branding specialist for a rapidly growing company profiding ecommerce platforms and fulfillment for 9+ brands in categories ranging from crafting and DIY, to creative education, apparel, cooking and party goods.
  - Design email marketing campaigns and provide creative strategy as well as some copy writing support. Design packaging, print and trade show materials
  - Develop and maintain comprehensive brand guides and style guides
  - Brand & identity design for *Baby Boy Bakery*, *Inked* and special projects, including a rebrand of *Big Picture Classes*

Brand Manager **jan.2015 – apr.2016**

- Oversaw all marketing design, photography and branding. Provided art direction on marketing campaign design as well as photography.
  - Hired and developed a staff of junior graphic designers and photographers
  - Led workflow optimization to ensure maximum output capacity with limited resouces to support high-volume

ADVENT MARKETING – Nashville, TN  
Contract Designer **jul – nov.2014**

- Environmental design and production for an agency that specializes in experiential marketing for collegiate and professional sports areas, athletic facilities and offices.

Clients include *Texas A&M University*, *Lipscomb*, *Penn State*, *University of Maryland* and *St. Mary's University*.

REDPEPPER – Nashville, TN  
Art Director/Designer **nov.2013 – may.2014**

- Delivered design and conceptual thinking for a wide range of projects within a digital advertising agency:
  - Brand conceping, design and execution
  - Website design and email marketing
  - Market research and analysis

## freelance

Designer/Consultant **ongoing**

- Provide design and consultation for individuals, start-ups, non-profits and more. Projects include branding, marketing design, responsive websites, environmental signage and trade show / exhibit design.

VISUALINK CREATIVE – Franklin, TN  
Designer **apr.2013 – nov.2013**

- Designed and art directed across a broad spectrum of print and digital media:
  - Website design, email marketing, iPad apps
  - Social media strategy and graphics
  - Branding/rebranding strategy
  - Event concept and design, retail display and promotions, environmental graphics

THE BUNTIN GROUP – Nashville, TN  
Studio Intern **jan.2012 – mar.2012**

- Assisted in design and production needs for clients RBC, *Commonwealth Altadis, Inc.*, *TN State Lottery* and *ServPro*.

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- Handled all graphic production and oversaw the account for the second largest retailer in the U.K.—*Sainsbury's*.
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