

BREE RICHMOND

Tucson, AZ

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DESIGN-DRIVEN COMMUNICATIONS / BRAND MANAGER

Building Brand Reputation & Connecting Audiences with Right Message

Creative storyteller with passion for problem solving esoteric Rubik's Cube of design. Award-winning experience bringing brands to life through innovative and recognizable visual languages for products, campaigns and companies. Highly strategic and inventive marketing partner with expertise in design, communications and brand management. Empower marketing strategies by connecting essential and relevant messaging to defined target audiences. Excel at telling cohesive and impactful visual stories across various media channels. Expertise includes:

- **Brand Loyalty & Management**
- **Strategic Planning & Implementation**
- **Creative Campaigns for Global Product Launches**
- **Multi-channel Marketing**
- **Corporate & Marketing Communications**
- **Leadership & Team Building**
- **Print & Digital Design**
- **Project Management & Budget Oversight**

PROFESSIONAL EXPERIENCE

ROCHE TISSUE DIAGNOSTICS, Tucson, AZ

2011 – Present

Creative Services Specialist

2015 – Present

Build market share and elevate company brand. Provide brand management, marketing and art direction. Develop and launch international promotional collateral and campaigns that drive business objectives. Connect company value proposition with customers worldwide. Work cross-functionally with 2 largest revenue-driving product lines at firm and with other business units within larger organization.

- Provided creative solutions that effectively maximized strategic goals and met timelines, budget and regulatory / legal guidelines while collaborating with stakeholders across product teams and functional areas.
- Facilitated creation of strategic communication guidelines, including voice and visual elements, for newly-formed Molecular Solutions business area, synthesizing existing components of each separate business unit into more powerful story.
- Unified previously disparate cultural identity across business organizations and simplified complex concepts into visually compelling formats, directing use and implementation of creative elements for multiple sites across globe.
- Communicated relevant key messaging to affiliates and marketing managers by creating and managing organization's primary international sales and marketing e-publication.
- Improved brand recognition and strengthened company's voice by working directly with executive leadership, telling company story, both to internal and external audiences, through engaging high-level presentations.
- Project managed RocheNet migration, which integrated over 7K pages and 600 intranet sites into fresh, clean and highly functional platform with clearly delineated information architecture, allowing global users to experience seamless design.
- Increased efficiency and collaboration via optimized workflow model for marketing and communications teams, tracking projects, budgets and production schedules.

Marketing / Design Consultant

2011 – 2015

Provided brand management, creative design, media relations and marketing strategy for multiple product lines and functional areas, including Marketing Communications, Corporate Communications and Human Resources.

BREE RICHMOND DESIGNS, Tucson, AZ

2010 – 2015

Owner / Marketing Creative Director

Owner and operator of design and marketing studio that provided brand management, communication services, digital marketing and creative design for variety of local, national and global clients. For examples of work, please visit www.breerichmond.com.

AC Stone

Updated website architecture and developed new content to fulfill evolving business strategies and revenue objectives. Produced brochures and print advertisements to meet growth projections for new product lines.

Kennelly Family Concepts

In support of rapid expansion, led marketing and design initiatives for growing chain of family-owned restaurants and bars, including brand identities, web components, social media campaigns, menus, signage and print advertisements.

Iowa Renewable Energy Association

Redesigned website to include e-commerce, scheduling capabilities, membership options, portfolio of work, contact forms and more. Created and implemented social-media strategy.

Wings for Women

Created business identity, including logos for main company and satellite programs, marketing and promotional materials and event design for fundraisers and galas. Recipient of several awards for exceptional service and dedication.

EDUCATION

Bachelor of Fine Arts (BFA), Visual Communications Design, University of Arizona, Tucson, AZ, *summa cum laude*
Participated in study abroad program in Italy

TECHNICAL SKILLS

Proficient	Adobe Illustrator, Photoshop, InDesign, Dreamweaver and Acrobat
Well-versed	WordPress, SharePoint, Smartsheets, CSS programming languages, social media channels, Hootsuite, HTML, Adobe After Effects, CQ and SiteCatalyst
Adept	Working on both PC and Mac operating systems

RECOGNITION AND EXHIBITIONS

Received Gold and Bronze Addy Award for student work and esteemed Mosaic Award for promoting diversity, honor that had previously never been given to student entry

Received Silver Award in UA Juried VisCom Exhibition at Lionel Rombach Gallery

Awarded Sandra Bashevkin Scholarship, Mac Schweitzer Scholarship, Set Aside Grant and Student Travel Scholarship, all of which were based on academic performance