



# BRADLEY EMMONS

*Creative Marketing and Design Professional*

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## *Forward*

Creative marketing professional equipped to cultivate ideas and improve the brand experience through multiple forms of visual media. Years of experience in modern marketing practice complimented with proven excellence in developing design solutions for both Fortune 500 companies and small business entrepreneurs.

- Thrives in high-pressure, results-driven environment
- Ability to build relationships in a team setting
- Excellent communication and presentation skills

## *Skills*

Experienced in the following software programs on both Mac and PC platforms:  
Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Adobe Acrobat Professional,  
FTP Servers, basic HTML, QuarkXPress, Filemaker Pro, Microsoft Office

## *Education*

THE ART INSTITUTE OF PHILADELPHIA  
Associate of Science in Graphic Design

GRADUATED DEC // 06

SAINT JOSEPH'S UNIVERSITY  
Bachelor's of Science in Food Marketing

GRADUATED MAY // 04

## *Accolades*

- Awarded "Best Portfolio in Graphic Design" upon graduation from the Art Institute of Philadelphia, beating out 72 other students in the graduating class.
- Awarded "Client Wow Award" at SQ2 Marketing for the month of June 2007
- Granted "Academic Achievement Award Scholarship" by Saint Joseph's University
- Granted "Presidential Scholarship" by The Art Institute of Philadelphia
- Recognized "Dean's List three Semesters" The Art Institute of Philadelphia and Saint Joseph's University
- Awarded "\$2,500 performance based scholarship" from ACME Markets to be applied to Saint Joseph's University tuition
- Received "Community Service Award" by Saint Joseph's University for effort in Philadelphia Community Food Bank.
- One of 25 representing Saint Joseph's University at the 2004 World Food Marketing Institute Convention in Chicago, Illinois.

Freelance Marketing and Graphic Design Professional

- Sole proprietor of a successful marketing and design company. Perform all operating tasks including customer service, as well as budgeting, accounting, invoicing, and taxes.
- Currently under contract by GSI Interactive Inc. as the creative resource for multiple weekly e-commerce marketing initiatives. Help partners such as the NFL, The Sports Authority, Radio Shack, Teamstore, Fogdog, GNC, and Modell's realize significant sales increases through market segmentation strategies coupled with high-power creative.  
// Operate in Adobe Photoshop to slice and color correct images, and to define and develop the interactive brand of clients. Use Adobe Illustrator to create custom brand specific graphics. FTP servers were used for file management and sharing. Small HTML and Google analytics knowledge was needed to communicate with members of GSI team and to evaluate email effectiveness.
- Currently under contract by David's Bridal Inc. to design and implement company-wide store communication materials for seasonal merchandise changovers. Have been contracted for 3 sequential seasons.  
// Operate in Adobe Photoshop to color correct, retouch, and define imagery paths. Have created large 30 page communication documents in Adobe Indesign, defining style sheets, importing custom graphic system from Adobe Illustrator, and used Filemaker pro to organize company store signage used in the project. Created print-ready .PDF files for print production.
- Conceptualize and develop marketing strategies for a growing client list of 25+ small companies and non-profits through the design of identity systems, websites, marketing collateral, packaging, environmental graphics, and marketing consulting.  
// Operate in Adobe Creative Suite on a daily basis. Developed interactive .PDFs to help in client customer service. Routinely deal with outside vendors, including web developers, print houses, and photographers, while managing a one-on-one client relationship through to project completion.

SQUARE 2 MARKETING INC.

DEC // 06 – SEPT // 07

Senior Graphic Designer

- Responsible for developing creative solutions that actively deliver quantifiable sales results for small to medium-sized clients.
- Worked closely with CEO and Director of Marketing to conceptualize and create graphic solutions that deliver strategic, targeted, marketing messages.
- Conceived and implemented several in-house company initiatives, redesigned company website, email campaign, and Marketing Summit website.  
// Operated in Adobe Creative Suite and QuarkXPress on a daily basis.

ACME MARKETS INC.

MAY // 02 – MAY // 04

Electronic Marketing Coordinator

- Performed marketing research, facilitated direct marketing initiatives with outsourced companies, trend analysis, and customer service, as well as an associate advantage program within the Electronic Marketing department.
- Responsible for managing 3rd party Supercard partnerships with outside vendors to maintain value-added loyalty program.
- Monitored invaluable consumer trends with Acme Supercard database information to process reports for top management.