

RENEE BREAU

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GRAPHIC & DIGITAL DESIGNER

Highly skilled, responsible, and motivated graphic designer with over 10 years of experience creating and producing. I have expertise in developing and managing web / online and print campaigns with various ad sizes for new products and services. I work to acquire and maintain partnerships that drive success and profits.

KEY SKILLS

- **Adobe:** Illustrator | Photoshop | InDesign | Dreamweaver | Premiere | After Effects and Acrobat.
- **Email/Constant Contact:** HubSpot | MailChimp and SendGrid.
- **Web/Coding:** Figma | Swoogo | e-Publishing | WordPress | Kentico | FatCow | Zapier | Google Ads | Google Analytics | SEO | SEM | CSS and HTML.
- **Microsoft:** Word | Excel and PowerPoint.
- **Workflows:** JIRA and QuickBase. **Communication Software:** Microsoft Teams | Zoom | Skype and Slack.
- **Publishing:** e-Publishing | Rise and PageSuite.
- **Canva | Color Theory | Photography | Management | Mathematics | Organization | Typography | Retail**
- **Mac and Windows** efficient.

CERTIFICATE

Udemy: Complete Web & Mobile Designer in 2023: UI/UX, Figma, +more | December 2023

EXPERIENCE

Adobe Desktop Graphic/Production Designer | November 2023 to January 2024

Watts Water Technologies, North Andover, MA

- Launch the OneFlow rebranding by updating the old material with new changes including engineering sheets (ES), brochures, manuals, white papers, and IOM sheets. Updated stats on Excel sheets and placed final files.
- Created a white paper for the OneFlow.
- Exceeded project goal and took on more projects by updating material for HF scientific and Powers.
- Updated 50+ sheets with the new styles to make it easier for future edits.
- Designed two brochures for Mueller Steam Specialty.
- Utilized Adobe Creative Suite to develop digital artwork for print and web / online materials.
- Demonstrated ability to manage multiple tasks while remaining adaptable and flexible.

Design and Production Associate | January 2015 to May 2023

WCG CenterWatch / WCG FDAnews, Boston, MA

- Worked and developed both B2B and B2C campaigns and content.
- Developed 80+ graphic design projects (logos, brochures, advertisements, infographics) that increased client transactions by 15%. This showcased my skills in color theory, composition, concept development, and typography.
- Juggled multiple priorities in a fast-paced, teamwork-based environment.
- Updated both online stores with new books and webinars to be sold and distributed.
- Developed multiple marketing materials for digital /online and print campaigns with various ad sizes to promote products or services.
- Designed infographics for use on website and social media. Created illustrations using Adobe Illustrator tools to meet specific project needs.

- Created Swoogo weekly upcoming webinar pages for sale in the online store.
- Wrote and maintained Standard Operating Procedures (SOPs) for tasks. These SOPs are used for cross-training and daily use. Updated and maintained style sheets and color swatches.
- Email marketing campaigns: Coded direct mail campaigns, created email soft promo to be placed within the campaigns, updated weekly emails with new content and ads, and sent out daily, and bi-monthly emails.
- Layout of training guides in InDesign used for CRCs and CRAs, packaged 749- and 655-page books to print. Prepared final press-ready files based on specifications for print. Reviewed and revised before printing.
- Uploaded daily news articles to websites by ePublishing.
- Worked on client services including logo design, online /digital advertisement, and print advertisement.
- Production of the monthly, bi-monthly, and weekly publications including layout, pulled content for certain columns, created graphics/charts, designed ads, and placed client ads. Uploaded publications online.
- Sent the monthly and bi-monthly to the printer and approved the proof.
- Managed all ads coming in from clients, approval stage, added tracking links, and uploaded ads to Google Ads.
- Data library production stage, in creating charts in PowerPoint for use in the library.
- Managed tickets that came from JIRA.
- Layout of White Papers, Compilation Report, and reprint of articles from newsletters: Tailor to client needs.
- Collaborated with team members to achieve daily goals and objectives.
- Delivered high-performance content in fast-paced, deadline-oriented, rapidly changing environments.
- Organized various assets into folders for easy access when needed in future projects.
- Create engaging and relevant content for various digital platforms for website landing page content, to support SEO/SEM to drive website traffic, and generate leads.
- Kept customer satisfaction at the forefront of all digital marketing content efforts, ensuring that content enhances the overall customer experience.

Web Marketing Associate | October 2014 to November 2014*Five Star Quality Care, Newton, MA*

- Contributed to the website launch on a team using Kentico interface inputting respective content to each.
- Created the metadata for each page using SEO terms.
- Made edits to the web pages using HTML and CSS.

Freelance Graphic Designer and Marketing Associate | May 2013 to October 2014*Onpoint, Beverly, MA*

- Wireframed mobile websites. UX and UI design.
- Rendered websites to the clients' needs keeping within the brand identity and developing color schemes.
- Designed banners and advertisements for client websites. Assembled list of iStock photos.

Freelance Graphic Designer | October 2013 to December 2013*Mass Bay Community College, Wellesley, MA*

- Designed web / digital banners, mobile banners, brochures, flyers, invitations, email marketing, photo retouching, and postcards to be distributed to the public and around Mass Bay College.
- Created logo for Mass Navigator.

Graphic Design and Marketing Intern | January 2013 to May 2013*Esente Music Group, Beverly, MA*

- Created social media ads for blogs.
- Developed a series of posters for anti-bullying.
- Bolstered the number of clients by gathering a list (leads) of companies in MA.

Graphic Design Intern | October 2012 to April 2013

The Foundation Builders Innerprise LLC, Woburn, MA

- Launched a brand: developed the logo, created a website, and promoted the brand with advertising material including posters and tee shirts.
- Directed and photographed models for two photo shoots and photo retouching.
- Designed custom business cards.

Freelance Graphic Designer | December 2012 to January 2013

Microsearch, Saugus, MA

- Developed direct mail for potential clients.
- Constructed graphics to be used for the company's website.
- Edited and condensed content for the website.

Freelance Graphic Designer | April 2012 to May 2012

Michael August, Newton, MA

- Branded identity for Michael August included a logo, business card, and letterhead.
- Developed eye-catching marketing materials for the client, increasing brand recognition and sales.
- Created compelling visual identities for the new business, establishing a strong brand presence in the market.

Design and Marketing Intern | August 2011 to September 2011

009.Textiles, London, England

- Assisted in researching new blog and website styles.
- Gathered color swatches and created style sheets.
- Conducted textile merchandise research online and in stores to identify target markets.
- Acquired the skill of painting on fabric.
- Designed, executed, and supervised the making of a brochure.

EDUCATION

Bachelor of Arts, BA, Graphic Design | Graduated Cum Laude

Lasell College, Newton, MA

Study Abroad Summer Semester | Survey of British Museums and Cross-Cultural Relations

American InterContinental University (AIU), London, England

Graphic Design League (GDL) | Event Planner | Newton, MA

Produced and distributed posters for events. Coordinated and marketed events across campus.

Polished Magazine | Graphic Designer | Newton, MA

Laid-out feature articles. Made pictures ready for print and packaged the articles.