

ABOUT BRIANNAH

Creative and detail-oriented Graphic Designer with extensive experience in non-profit fundraising marketing design, direct mail response, and brand development. Proven ability to design engaging, response-driven marketing materials that support donor acquisition, retention, and fundraising campaigns. Expert at working within brand guidelines, collaborating with cross-functional teams, and managing multiple projects under tight deadlines. Passionate about creating visually compelling designs that drive engagement and maximize impact.

TECHNICAL SKILLS

- Adobe Creative Suite (InDesign, Photoshop, Illustrator, After Effects, Premiere Pro)
- Direct Mail Campaigns
- Print Production and Prepress
- Fundraising and Donor Marketing Materials
- Layout Design and Typography
- Branding and Identity Development
- HTML/CSS (Basic Knowledge)
- Microsoft Office (Word, Excel, PowerPoint)
- Project Management and Deadline Adherence

EDUCATION

University of Nebraska-Lincoln

(Graduated May 2017)

Bachelor of Arts emphasis in Graphic Design,
Minor in Mathematics

Doane College

(August 2013-May 2015)

Lincoln High School

(Graduated 2013)

EXPERIENCE

RKD Group

Graphic Designer (January 2023-February 2025)

- Managed 15+ high-profile non-profit clients, ensuring branding consistency and strategic design execution aligned with fundraising objectives.
- Designed and developed art templates to streamline production, improving workflow for production artists.
- Created high-impact donor appeals, newsletters, and marketing materials, selecting imagery that enhanced campaign messaging and fundraising strategy.
- Collaborated with the Art Director and account teams to develop compelling visual assets that increased donor engagement, retention, and response rates.

Senior Production Artist (March 2022-January 2023)

- Designed and executed direct mail campaigns for non-profit clients, ensuring message clarity, brand consistency, and impact.
- Integrated donor-centric visuals into fundraising collateral to enhance audience connection.
- Coordinated with vendors to ensure accurate and timely artwork delivery.

Production Artist (May 2019-March 2022)

- Designed and customized donor newsletters and appeals tailored to nonprofit clients' missions and target audiences.
- Managed 50+ non-profit food bank accounts, ensuring on-time production and delivery of donor-focused mailings.
- Maintained accuracy in variable data printing, ensuring personalized donor messaging.

FREELANCE WORK

- Social Media Design for Halls Volleyball Program
- Apparel design with cricut
- Wedding Invites
- Logo Design

KEY STRENGTHS

- Expertise in non-profit marketing and fundraising design.
- Ability to create engaging, donor-focused direct mail pieces.
- Strong collaboration with marketing, fundraising, and print production teams.
- Attention to detail and ability to manage multiple deadlines efficiently.

PERSONAL SKILLS

- Communication
- Collaboration
- Organization
- Attention to Detail
- Creativity
- Problem-solving
- Time management

HOBBIES

- Playing and Coaching Volleyball
- Singing Karaoke
- Hanging out with my dogs

EXPERIENCE CONTINUED

Printing Plus

Graphic Designer (November 2017-May 2019)

- Designed various print materials, including banners, brochures, business cards, and direct mail pieces.
- Led large-scale projects, including The Nutcracker promotional materials and a 100-page Shrine Bowl program.
- Managed the entire production process, from prepress file preparation to operating professional printing, cutting, and binding machines for final production.

Oriental Trading Company

Custom Fun Representative (June 2017-November 2017)

- Assisted customers with product selection and sales, providing excellent service via phone to ensure a smooth purchasing experience.
- Helped launch and develop a new custom apparel design division, optimizing the ordering and design workflow.
- Worked directly with customers to refine and enhance their apparel designs, ensuring high-quality results that met their branding needs.

Nelnet

Graphic Design Intern (May 2016-April 2017)

- Designed a variety of digital and print materials, including email campaigns, icons, internal communications, and marketing collateral.
- Created branding materials for multiple Nelnet divisions, ensuring consistency across platforms.
- Strengthened skills in Adobe Creative Suite while adapting designs for different audiences and platforms.

Nebraska Athletics

Graphic Design Intern (August 2016-May 2017)

- Served as the lead designer for Nebraska Wrestling's social media, creating real-time updates using custom templates.
- Designed recruitment graphics, including photo manipulations of prospects in Husker apparel.
- Managed and operated a fan zone photo booth before football games, providing interactive experiences for attendees.
- Gained valuable experience in sports branding and design, developing a strong understanding of visual storytelling in athletics.