



## BRANDON D. WASHINGTON

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### Professional Profile

- Experienced professional in advertising, ReStore ads/catalogs, press releases, monthly newsletters, standard rich media vehicles, commercial campaigns, marketing strategies through creative photo aesthetics for e-Commerce, tabloids, in-store signage, and social media management, and printing with art sizing and color application for with positions at Texas A&M University-Commerce, Habitat for Humanity, Target and Michaels.
- Creative and driven professional with over 15 years' experience in project management and graphic design.
- 20 years' experience setting up presentations/displays for sales merchandising.
- Track record of increasing sales and profits through strategic planning, in-depth market research, and a keen eye for innovative design.
- Proven ability to successfully partner with clients to craft brand messaging and visuals in order to provide creative solutions and improve brand awareness.
- Skilled in collaborating with all levels of personnel to develop, execute, and manage marketing plans, and achieve revenue/profit targets. Lead groups of students and interns from Collin College in marketing through various media that include print, websites, Google Ad words, and social media.
- As lead project manager, I established marketing department goals, while developing strategies to create new systems and revise established procedures. I researched and conceptualized print and web-based material including visualization, layout, design and production.

**Project Management | Print, Web & Graphic Design | Brand Development | Marketing & Advertising  
Image Composites and Manipulation | Art Direction | E-Commerce Management**

Adobe Creative Suite, InDesign, Photoshop | MS Word, PowerPoint, Publisher | Social Media | CRM/SEO/SEM Systems | Macintosh/PC

**People Management | Leadership | Collaboration | Customer Service | Attention to Detail | Analyst | Photography**  
Education

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**East Texas A&M University, Commerce, TX**

Bachelor of Science in Design Communications, December 2000

### Professional Experience

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**East Texas A&M University, Commerce, TX**  
**Digital Communication Specialist**

**September 2021 – Present**

- Helps to promote East Texas A&M to prospective students and their families, community-based organizations, and educational partners by contributing a unique and fresh interpretation in preparing feature stories for the Enrollment Management webpages and social media. Manages digital strategy through marketing, digital communications, & photography/video.
- Helps to promote the University to prospective students by using invention, imagination, originality and talent in preparing copy for digital Enrollment Management's digital strategy.
- Assures the production of material consistent with established guidelines.
- Contributes to the development of digital content by reviewing and recommending revisions or changes in scope, format, and content or determining the need for development of new material.
- Assures consistency with standards by editing, standardizing, or making changes to material prepared by other writers or other personnel.
- Develops subject matter for content by conferring with Enrollment Management stakeholders.
- Maintains a project log of documents and other records and files, working with other staff members as part of a team to facilitate the reuse and storage of electronic document files, and assisting in the supervision of an office staff of editorial graduate assistants and student employees.

- Contributes to a work environment that encourages knowledge of, respect for, and development of skills to engage with those of other cultures or backgrounds.
- Remains competent and current through self-directed professional reading, developing professional contacts with colleagues, attending professional development courses, and attending training and/or courses as directed by the Executive Director of Marketing and Communication and the VP for Enrollment Management.
- Contributes to the overall success of the Office of Marketing and Communications and the Division of Enrollment Management by performing all other duties and responsibilities as assigned.

**Habitat for Humanity Collin County, McKinney, TX**  
**Marketing Specialist**

**June 2017 – June 2022**

- Plan and execute all digital strategy marketing including email communications, newsletters, photography, video promotions of housing, and interviews for Habitat for Humanity and the Restore.
- Plan and coordinate all events and publicity aimed at increasing awareness or generating funds for Habitat and the Restore.
- Create and project manage all marketing pieces such as brochures, flyers, banners, photography, annual report, family bios etc. for Habitat and the Restore.
- Execution of video production and creation of marketing video pieces for social media and internal resource needs.
- Create and manage all public relations activities and Press Releases for Habitat and the Restore.
- Plan and execute special events while leading groups of students and interns in digital communication marketing and print promotion.
- Contact and hire for events; submit payments for approval.
- Assists with all fundraising campaigns for Habitat by selection of and design of promotional products and giveaways.
- Manage advertising through the weekly analysis of marketing, training videos, photography, promotion videos, ReStore ads/catalogs, press releases, monthly newsletters which include use of email marketing, standard rich media vehicles, ad campaigns, marketing strategies through creative photo aesthetics for e-Commerce, tabloids, in-store signage, social media management, printing, emails, landing pages, mobile, microsites, and responsive interactive assets.
- My promotion videos and photos have been used by CBS11DFW, NBC DFW channel 5, and WFAA channel 8.

**Created successful holiday events that attracted customer participation through email and social media, which lead to increased revenue from the years 2017 through 2020, for the Restore. We raised a record high above any other Habitat affiliate at \$162,480 to building homes and home repair through my advertising for Giving Day.**

**Audobon Recreation Center, Garland, TX**  
**Bradfield Recreation Center**  
**Recreation Aide**

**April 2023 to Currently**

**March 2017 to September 2021**

- Initiation of facility operations data and directing the proper utilization of city facilities by supervising daily building procedures and providing information to the public.
- Manage the opening and closing of the facility using required procedures.
- Supervise recreation activities and events to ensure timely closer of facilities.
- Enforce and maintain City and Department policies as needed including interpreting and relating department rules and policies to customers.

**Achieved successful promotion of the recreation center through advertising designs on sign boards. Promoted and increased public participation in recreation activities through effective communication of the programs.**

**BDWDesigns, Garland, TX**  
**Graphic Designer, Freelance**

**January 2005 – Present**

- Oversee clients' design projects from start to finish, and advise on promotional strategies. Create layout design schemes with the purpose to increase sales.
- Execute monthly newsletters, enhance social media and email marketing, and implement promotions through video media, and perform event photography
- Develop promotional concepts that lead to marketing materials for brand awareness.

**Target Corporation, Rowlett, TX; Wylie, TX**

**December 1999 – January 2020**

**Team Leader, Sales Floor**

- Supervised and managed a sales team of 5-10, and effectively delegated tasks to ensure successful merchandise flow and logistics. Conducted yearly reviews of employees, assessed strengths and weaknesses, and developed individualized improvement plans to achieve business goals.
- Maximized the recovery and organization of store merchandise, which has led to the store achieving the highest possible rating .
- Increased production and recovery time by formulating a system to execute tasks in a more efficient and organized manner.
- Achieved 100% completion of store recovery during each transition month by successfully facilitating group meetings and distributing plans for execution of store recovery.
- Effectively managed employee performance, including appraisals, support, training, and discipline; provide strong leadership to motivate high-level performance.
- Developed and maintain a safe work environment to meet all health and safety standards.

**Exceeded company goals and led the electronics department to rank #1 in the Dallas District in credit card sales and service plan conversion, Q4 of 2006.**

**January 2000 – March 2006 / July 2008 – April 2018**

**Supervisor, Signing**

- Supervise all signing/transitions in the store; structure monthly workloads and communicate detailed information to employees on specific signing programs.
- Improve store sales through effective presentation design and strategic sign placement.
- Represent and strengthen the company brand by developing elaborate layouts using blue prints and carefully planned and innovative design schemes.
- Develop and implement practical continuous improvement processes; planning and management of resources to consistently meet production, quality and cost goals.

**Awarded the Vibe Team Hero award for developing purchase orders for operational supplies, and maintaining a balanced budget for Target's signing department.**

**Volunteer Experience**

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**Toastmasters International – Literary Legends Club**

**July 2013 – July 2015**

*Vice President*

- Voted into the position by fellow group members; managed public relations, and supervised marketing strategies to promote organizations and events; reached attendance goals and contributed to successful fundraising campaigns.
- Provided extensive photography compilations of all events and speaking engagements for book writers, motivational speakers, and community events.

**Led to a 15% gain in membership through, flyers, social media marketing, and event planning**

**Concord Church**

- Deacon Ministry – Selected by Pastors and Elders to serve church members in seasons of bereavement and illness.