

# BRIANA BROCHU

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## EDUCATION

**Boston University | Boston, MA**  
**M.S. Advertising**  
Art Direction concentration

September 2013-December 2014

**Emerson College | Boston, MA**  
**B.S. Marketing Communication**  
Minor in Magazine Publishing

September 2009-May 2013

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## SKILLS

**Quick and effective content designer under tight deadlines—with the ability to follow strict brand guidelines**

**“Always-on” optimist**

**Attentive listener**

**Advanced knowledge** of Keynote, PowerPoint, InDesign, Photoshop, Illustrator and Final Cut Pro X

**Working knowledge** of Dreamweaver, HTML/CSS, After Effects and Premiere

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## I AM A...

Mainer, trained dancer, appreciator of musical theater, karaoke enthusiast, SoulCycle addict and a tough ice cream critic.

## EXPERIENCE

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**Presentation Design Supervisor, New Business** June 2018-Present  
MullenLowe U.S. | Boston, MA

**Senior New Business Content Designer**

**Dec 2017-May 2018**

**New Business Content Designer**

**May 2015-Dec 2017**

Manage and mentor seven new business presentation designers across our three U.S. offices who are responsible for designing and organizing presentations, printed materials, infographics and landing pages for global and U.S. new business pitches, high-level client meetings, RFIs/RFPs and internal speaking engagements.

Assist the SVP of Business Development with strategically pursuing new business opportunities and tracking the active pitch pipeline.

Travel with new business pitch teams to help prepare, organize and design content and pitch theater leading up to the meeting.

Designed content for **winning new business pitches** such as: athenahealth, Whole Foods, Edgewell Personal Care, Nuveen, MTV, Chipotle, Talbots and Hyatt.

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**Freelance Designer**

**May 2014-Sept 2015**

Embryo Creative | Boston, MA

Created newsletter layouts and templates, banner ads and website wireframes.

Designed sell sheets and case study layouts for Embryo to showcase the strategies and creative work for current and prospective clients.

Filled in as a production assistant for video shoots.

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**Editorial Designer (temp)**

**Feb-Apr 2015**

The Improper Bostonian | Boston, MA

Laid out all editorial pages and art direct front-of-book and feature content.

Developed concepts with editors and design director.

Assisted with photo shoots.

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**Marketing Communication Assistant**

**May 2013-Aug 2014**

Massachusetts College of Art and Design | Boston, MA

Designed advertisements for college fair programs, art auction catalogues and internal documents.

Engaged MassArt's community, prospective students and alumni by maintaining social presence and distributing press hits on networks such as Facebook, Twitter, LinkedIn, Instagram & YouTube, as well as the college's homepage.