



BRIENNE FRIEDMAN

Phone:610-701-1031

E-mail: brienne.friedman@gmail.com

1944 Shadetree Blvd
Johns Island, SC 29455

DESIGNER & WEB DEVELOPER

PROFILE

Freelance designer & web developer experienced in working with multiple clients utilizing industry standards across various platforms. Looking for industry opportunity with a company that needs a driven, self-motivated, high-performing individual that is a self-starter and capable of multi-tasking across various projects.

EXPERIENCE

KATANA SAFETY

Director, Design & Web Development (2018 - present)

- Responsible for auditing site, conducting site redesign, site maintenance
- Responsible for capitalizing & promoting Oprah's Favorite Things product launch & associated press
- Responsible for Facebook & Instagram Marketing Content
- Created Delta Magazine Advertisement
- Created & Managed Email Campaigns
- Created Multiple Tradeshow Booth Materials/Pitch Decks/Brand Guide

CARBON, INC.

Director, Design & Development (2012 - present)

- Specialize in lead generation account management, project management, with an emphasis on programming & development (HTML5, CSS3, Wordpress). Versed in Adobe Creative Suite.
- Created & maintained BioPharma intranet system
- Created & maintained websites for various industries: Construction, Furniture & Art Gallery, Home Builder, Wedding Dress, Non-Profit
- Designed various email blasts & campaigns
- Responsible for company re-branding: logo design, website redesign, promotional materials

AUDIBLE FOR AUTISM NONPROFIT

VP Web Development (2017-current)

- Responsible for website development & maintenance
- Create flyers & ads for website & social media use

VICTORIA'S SECRET

Manager/ TAP Supervisor / Sales Associate (2016)

- Coached & developed associates product knowledge which in turn enabled high performance selling
- Accountable for leading sales floor to drive store results through store team to meet daily/weekly/monthly sales goals
- Responsible for maintaining visual merchandising expectations to brand standards, to ensure brand consistency
- Helped store achieve Platinum Status (Top 100 Store) & become one of the top stores for bralette sales

SKILLS

- Effective Communication Skills
- Flexible/Adaptive Team Player
- Wordpress/HTML5/CSS3
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver)/Canva
- Mailchimp/Constant Contact
- Google Adwords/Google Analytics/SEO
- Google Suite

EDUCATION

University of South Carolina (2006-2010)

- BS in Business Administration
- GPA: 3.388
- Major: Marketing
- Minor: Psychology

PORTFOLIO

See samples of work @ doubleffs.com

REFERENCES AVAILABLE