

# Brent Farrar

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## TECHNICAL PROFICIENCY

### Tools:

Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Acrobat Pro, After Effects, Premiere Pro, Dreamweaver); Microsoft Office Suite (Microsoft Word, PowerPoint, Excel)

### Website Development:

Drupal, WordPress, HTML, CSS

### Systems:

Mac OS, Windows, Salesforce, Basecamp, Box, Trello, Google Ads, Google Analytics, Google Tag Manager

## PERSONAL SKILLS

Leadership, creative, knowledgeable, talented, collaborative, curious, analytical, humorous

## REFERENCES

Available upon request

## PROFESSIONAL SUMMARY

Highly creative and multitalented Graphic Designer with extensive experience in multimedia, marketing, and print design. Proven ability to utilize current and emerging technologies to coordinate communications, provide direction, advice, and support for the creation of graphic design projects. Organized and team-oriented designer with excellent verbal and written communication skills who regularly exercise discretion and independent judgment in performing job duties. Adept in collaboration with partners and co-workers alike. Enthusiastic and inventive creative of marketing strategies and campaigns; accustomed to performing in fast past, deadline-driven environments, working with tight and often times restricted or no budget.

Skilled in building cross-functional relationships with stakeholders, internal teams, and vendors to fulfill organizational objectives. U.S. Army Veteran with leadership and organizational communication skills to succeed in any work environment. Demonstrated expertise includes:

- \* Graphics: Concepts to Completion
- \* Publications and Reports
- \* Branding Unity and Expansion
- \* Art Direction
- \* Website Design and Development
- \* Social Media
- \* Video Production and Editing
- \* Creative Design
- \* Project Management
- \* Data Collection and Analysis
- \* Budget Management
- \* Multi-Channel Advertising

## ACHIEVEMENTS



### REVENUE

- \* Increased the Freedom from Hunger's website traffic by 35%, conversions by 28%, and time on site by 60% using Google Ads and Analytics tools to inform and implement an SEO and SEM strategy.



### SOLUTIONS

- \* Earned a "Grameenie Award" in two consecutive years for proficient communication designs and consistent fundraising achievements.



### EFFICIENCY

- \* In FY 2015, boosted Freedom from Hunger's end-of-year giving by 10% from previous years based on the outstanding quality of the annual report.

## EDUCATION

**Bachelor of Arts in Communication Design (Graphic Design option)**

California State University, Chico | December 2003

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## **PROFESSIONAL EXPERIENCE**

### **Grameen Foundation, Washington, District of Columbia (remote position)**

**Sr. Manager, Creative Services, Web & Brand Management – Graphic Designer | December 2016 — March 2019**

Working in collaboration with the Art Director to develop and implement strategic communications and marketing plans. Create and oversee the development of compelling graphic and interactive design(s) that supports marketing and programmatic strategies executed both digitally and offline. Managed digital marketing and web channels, including UX, content and technical structure. Performed editorial reviews to ensure uniform branding across materials.

Responsible for conceptualization, design, production, printing and/or publication of graphic applications for all internal and external collateral materials; books, brochures, corporate identity, infographics, website design, reports, environmental graphics, promotional items, and videos. Developed, coordinated and directed photoshoot(s), video, and story gathering trips. Managed communications library of photo, story, marketing collateral, and video archives. Secured bids and managed projects for web development and graphic design services on projects where I had competing priorities. Trained and supervised project volunteers.

#### **Key Achievements:**

- \* Developed and applied best practices in web management to take advantage of \$40K Google Grant. Completed training classes and reviewed instructional materials on Google Analytics to maximize web traffic from Google Ads.
- \* Created new brand, brand guidelines and templates on a six-week deadline. Accessed leadership desires to deliver rough concepts leading to the final mark. Completed project on time and under budget.
- \* Set up and administered a Digital Asset Management (DAM) tool to improve materials accessibility, reduce search time, and eliminate waste/duplicates. Set up, structured, and meta-tagged content with keywords, descriptions, stories, and more to optimize search results.

### **Freedom from Hunger, Davis, CA**

**Creative Services Associate promoted to Manager, Creative Services – Graphic Designer | August 2008 – November 2016**

Conceptualized and executed communications strategies/tools for external affairs team. Creating graphic design work for both technical and non-technical audiences utilizing experience including typesetting, layout, color theory, to produce original artwork. Designed and implemented brand/style for publications and collateral materials. Solicited and negotiated print bids and attended press checks. Fostered team, vendor, partner relationships through teambuilding and effective communications.

Provided creative direction to photographers. Managed information library of communications materials, including presentations and stock photos. Designed, produced and/or supervised managed production of communications tools, including annual reports, brochures, direct mail and more. Supervised External Affairs Editor and Individual Giving team.

#### **Key Achievements:**

- \* Improved photo quality and decreased costs by training field staff in photography, videography, and story-gathering techniques, reducing reliance on outside photographers. Partners with professional photographers to design easily accessible webinars for reference purposes.
- \* Created guidelines and recorded visual demonstrations to assist staff in applying brand standards.
- \* Redesigned the organizational website to improve customer and partner engagement. Applied survey responses, Google Analytics, and branding strategies to maximize website SEM and SEO strategies.
- \* Overcame staff reduction to conceptualize and complete annual report on time and within budget.

### **Additional Experience**

Graphic Designer | Marketing by Design, Sacramento, CA

Graphic Designer Manager | Auctiva Corporation, Chico, CA

Graphic Designer / E-Strategy Coach | Homes.com, San Diego, CA