



# HARRISON BRACKETT

ART DIRECTOR

## Education

Savannah College of Art and Design (SCAD) | Bachelor of Arts, Communications, Graphic Design, 2011

## Experience

### Tobacco Media Group

Art Director

January 2021 - Current

- Art Director for *Tobacco Business* and *Cigars & Leisure* publications which includes, laying out the editorial, scheduling photo shoots and print and digital production that is distributed to over 60,000 readers.
- Additional responsibilities include video production, event support, and strategic marketing.

### Clouds Brewing

Brand Ambassador/Graphic Designer/Brewer's Assistant  
September 2021 - Current

- My main role at Clouds is to run events and be the first interaction for first timers or regulars. As the graphic designer I rebranded their core lineup and I also create supporting graphics such as logos, posters, swag, and other print collateral. As the brewers assistant I work around the brewery by cleaning/filling kegs, flipping the brewery to be a taproom for guests and manage the merchandise store.

### CAPTRUST

Graphic Designer/Project Manager

May 2017 - December 2020

- Art Director of *VESTED* magazine, a 48-page book produced and mailed/emailed to over 20,000 readers three times a year.
- **My most notable accomplishment:** finding inefficiencies that compiled to be over \$100,000 in savings annually for the publication.
- On top of creating the magazine, I manage multiple events centered around the pieces in the publication.

### Pro Bono

#### Hope House

April 2016 - December 2018

Created and assisted in print marketing for nonprofit improving the lives of women and families impacted by substance abuse and mental health challenges.

## Tools of the Trade

- InDesign
- Photoshop
- After Effects
- Illustrator
- Premier
- Microsoft Office

## Skills

- Strategic Marketing
- Brand Identity
- Project Management
- Event Support
- Publications
- Logos
- Front-end Web
- Print Production
- Typography
- Video Production
- UI/UX
- Promotional Products

This includes anything from venue selection to presentations and paid advertising.

- Additional responsibilities include: creating and implementing marketing strategies; overseeing print production; providing event support; creating and directing web design; editing and producing video content; and content creation and editing.

### Brasseler USA

Graphic Designer

September 2015 - January 2017

- Created catalogs, brochures, flyers and other marketing materials for a B2B audience, specifically dentists.
- **My most notable accomplishment:** the complete redesign and templating of the 700-page product catalog, which is the biggest selling tool for the sales team.

### LINKS Magazine

Digital Art Director

April 2012 - September 2015

- Lead Designer and creator of *HOTLINKS*, a digital-only golf and lifestyle publication produced eight times a year and delivered to over 210,000 people.
- **My most notable accomplishment:** creating *HOTLINKS* from the ground up. Since *LINKS*'s founding, it had strictly been a print-only magazine. With these bite-sized and timely articles that would not have translated well in print, we were able to supplement the lack of content in between the delivery of the print magazine.
- My other responsibilities included design for the printed publication *LINKS Magazine* such as: laying out spreads, designing ads for golf communities and sourcing imagery and illustrations.