

Brian Culpepper

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Senior Graphic Designer

Creative and aesthetically inclined graphic designer with comprehensive experience building corporate identity, fostering brand awareness, and establishing multifaceted brand strategies for web and print applications. Strong visual acuity coupled with analytic ability to translate business goals and strategies into coordinated and compelling marketing initiatives, brand growth, and online sales. Steadfast leader and mentor with demonstrated success in designing print/digital marketing collaterals, including custom postcards, e-newsletters, e-blasts, brochures, logos, trifolds, letters, social media content, and brand identity to enhance business resilience. Instrumental in creating innovative marketing campaigns, guiding the creative process, maintaining strong relations with clients through exceptional communication and interpersonal skills.

Areas of Expertise

- Graphic Design & Marketing
- Brand Elevation & Development
- Content Development & Execution
- Emotional Intelligence
- Brand Marketing & Advertising
- Communications Management
- Typographical Interpretation
- Documentation & Reporting
- Relationship Management

Technical Proficiencies

Adobe Acrobat | Adobe After Effects | Adobe Illustrator | Adobe Photoshop | Adobe Indesign | Branding | Ideation | Design Principles | Typography | Print Design

Career Experience

Carcher Graphics, Atlanta, GA
Chief Creative Officer

2021 – Present

Assess and identify customer goals as well as highlight potential competitors to recommend enhanced process improvements. Leverage client insights to create mood boards and rough sketches of concepts for optimal outcomes. Collaborate and coordinate with clients for enhanced designed process, while conducting critiques at every design phase to meet desired objectives.

- Implemented best strategies to provide exceptional customer support and service.
- Increased visibility of various start-up companies by 100% by productively developing visual brand identity.
- Initiated client discovery as well as analyzed and documented point of issues/conflict to maintain seamless workflow.

B. Klean Apparel, Atlanta, GA
Chief Creative Officer

2016 – Present

Design and develop branding identity, marketing materials, and packaging to boost organizational global footprints. Establish e-commerce website to augment online sales and revenue generation through effective user interface. Utilize best technical skills to oversee all merchandise design to surpass specified goals.

- Created and carried out social media ads to acquire huge clientele both local and international.
- Backed organizational digital marketing strategies by implementing social media design and content creation.

Freelance, Remote
Graphic Designer

2004 – Present

Leverage and demonstrate multiple software for kinetic typography video creation and editing.

- Developed corporate identity by designing and developing eye-catching and engaging company logos, brochures, flyers, album covers, and various promotional/marketing materials.

Education

BFA Graphic Design
Georgia State University – Atlanta, GA