



# BRIANA FINNEY

CREATIVE DIRECTION  
GRAPHIC DESIGN

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## EDUCATION

**The Art Institute of Portland  
Portland, OR**  
Associate of Arts, Graphic Design

## SKILLS

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Microsoft Office

Layout Design

Copywriting

Ad Design

Brand Identity

Creative Direction

Web Design

Project Management

Print Design

Digital Design

## CAREER OBJECTIVE

Graphic Design and Marketing Specialist with 10+ years of experience in creative direction, project management, branding, advertising, and business strategy across print and digital platforms. Skilled in evaluating marketing needs and implementing multi-channel approaches that increase revenue and drive brand growth.

## PROFESSIONAL EXPERIENCE

**Opus Creative Group | Portland, OR**  
Senior Designer  
September 2021–Present

- Partnered with Dell Technologies stakeholders to develop marketing collateral driving audience acquisition for annual flagship event, Dell Technologies World, resulting in 25% increase in registrations YoY (as of May 2023)
- Designed and maintained DellTechnologiesWorld.com website including SEO, improving overall website traffic by 27% (Feb. 2022–2023)
- Produced creative for @DellTech corporate social handles with a combined 5.2M followers, including top-performing posts which gained 3% engagement rate, 14% of total engagements and 21% of total reach (Dec. 2022)
- Developed graphics and copy for monthly email newsletters deployed to global audiences of 1M+, receiving an 82% click rate on top-performing blade and average open rate of 28.2% (April 2023)
- Created banners for corporate Dell.com website as a top vehicle to promote event awareness, driving 168.4k page views and 53.5k unique visitors in 2022

**American City Business Journals | Portland, OR**  
Regional Graphic Designer  
October 2020– September 2021

- Oversaw editorial design of three publications in West Coast market
- Managed and met daily deadlines, partnering with editorial teams to produce weekly print publications, special sections, and digital infographics
- Collaborated with journalists, editors, photographers, and creative teams to deliver compelling story visuals, producing 100+ page layouts per week

**Portland Business Journal | Portland, OR**  
Creative Director, January 2019–October 2020  
Lead Designer, August 2018–January 2019  
Graphic & Ad Designer, October 2014–August 2018

- Oversaw Production department, designing weekly editorial publication, print and digital graphics, infographics, client advertisements, email blasts, and event collateral
- Increased department focus on digital design and data visualization by 50% by implementing new tools and training
- Produced graphics for web stories with a focus on driving conversions
- Implemented long-term growth strategies, managed department budget and relationships with all print vendors, helping to produce 20% more special publications under my leadership
- Streamlined production calendar to work further in advance of deadlines
- Oversaw the rebrand of all in-house sales collateral
- Established streamlined guides and processes to assist with new hire training

**Unifylink | Portland, OR**  
Graphic Designer  
June 2013–October 2014

- Generated all elements of branding for client social media presence including ad copy, banner design, landing pages, and blog posts
- Worked directly with clients to develop brand identities
- Managed corporate website updates and produced all internal marketing materials including printed signage