



Raymond Branson

Creative Services: Production & Brand Management • Art Direction • Design

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Professional Summary

A passionate and creative problem solver with 18+ years business experience. A proven leader and team player who is always looking for ways to improve or streamline workflow. The ability to effectively communicate and coach others in a group setting as well as one on one. Adaptable, self motivated and willing to take on new responsibilities to meet or exceed organizational goals.

Skills:

Workfront System Administration

Project Management

Brand Identity

Technical Support

User Adoption

Print Design/Production

Digital Design/Production

Software Training

Adobe Creative Suite

- InDesign
- Photoshop
- Illustrator
- CCLibrary

Microsoft Office

- PowerPoint
- Word
- Excel
- Teams

Education:

Rowan University

Glassboro, NJ • 2001

Bachelor of Fine Arts

Graphic Design

Hobbies:

Disc Golf

Tennis

Camping

Work Experience:

Summer 2005 - Spring 2023

Auto Plus / Pep Boys Marketing, Philadelphia, PA

Creative Production Manager / Workfront System Administrator

Responsibilities:

- Building the companies Workfront interface from the ground up. Training all users on the interface as it pertained to their job role, including any software updates and troubleshooting.
- Creating and managing Workfront reports, project templates, custom forms, dashboards and user profiles.
- Managing the Design/Production Team as well as hiring and on-boarding of new team members.
- Creative lead on marketing promotions from concept to completion.
- Organizing and assisting in creative team meetings as well as team building exercises.
- Initiating creative briefs and project submissions within the Workfront platform.
- Designing of promotional marketing, internal communications and presentations.

Spring 2004 - Summer 2004

Duane Morris LLP, Philadelphia, PA

Graphic Designer

Responsibilities:

- Laying out the law firm's announcements and invitations, as well as their 100th anniversary annual report.
- Creating interactive PowerPoint presentations for attorney seminars.

Summer 2003 - Spring 2004

Absolute marketing group, Voorhees, NJ

Graphic Designer

Responsibilities:

- Designing various ads for magazine and newspaper distribution.
- Creating direct mail, corporate identity layout, posters, billboard design and production of catalogs for area business schools
- Scanning, color correction and photo manipulation.