



An executive level Branding & Creative Strategist with extensive experience in legal marketing. Highly skilled in design, corporate branding, strategy and marketing communications. Proven ability to communicate with decision makers, present succinct solutions, manage teams and budget, impact social media presence, and increase efficiencies.



MARKETING TECHNOLOGY

Proficient in both Apple and Windows operating environments for the following software:

- Adobe Illustrator, InDesign, Photoshop Dreamweaver, Animate, Acrobat Professional
- PREZI presentation software
- Ceros: Content Creation Platform
- TIKIT e-marketing software
- InterAction CRM Solution
- Vuture E-Marketing Platform
- Microsoft Word and PowerPoint
- Advanced Photo Retouching Ability
- ELEMENTI | SpinetiX Digital Display software



PROFESSIONAL EXPERIENCE

Senior Designer | May 2005 - Present

Alston & Bird LLP ▪ Atlanta, GA

Strategize and establish branded campaigns to support business development, technology, & corporate leadership initiatives firm wide. Lead new branding for our London office. Copy write and design commercial & sponsorship advertisements, digital billboards, and social media messaging. Design collateral for marketing, client news, practice group publications, pro-bono & community service, webinars/events, trade show displays, event program guides, custom logos, podcasts, mobile app interface, and promotional items. Primary resource for retouch of all client facing photography on external website. Supervise/mentor staff designers to ensure production deadlines are met.

Accomplishments Include:

- Published in **Real Estate Investment Today (NAREIT)** magazine, **Atlanta Journal Constitution**, **Los Angeles Business Journal**, and **Vanguard** law magazine.
- Led Client Conference branding—only the top revenue producing clients firm wide are represented at this event.
- Rebranded primary client awareness publication for litigation practice group—our most lucrative practice area—as a digital magazine resulting in a 120% increase in readership.
- Established branding for annual employee recognition awards program.
- Founding member of diversity awareness committee.

Creative Strategist/Owner | April 2004 — Present

CBryantDesign Co. ▪ Atlanta, GA

Expert resource for strategic planning, branding, marketing collateral, and social media, within a managed budget to numerous clients in a wide variety of industries including: legal, health care, real estate, music, hospitality, food & beverage, automotive, fitness, health & beauty, fashion, publishing, and religion. Regarded as a primary resource for diversity & inclusion initiatives.

Accomplishments Include:

- 17 years as Creative Director for a **non-profit networking conference for minority women in law & business**. Branded sponsor materials have increased visibility to attract more corporate sponsors resulting in a 27% increase in revenue raised for the conference each year. Conference attendee head count has increased annually 15%. Scholarships awarded total over \$90,000 as a result. Reimagined conference during a pandemic year as a successful three-part webinar series.
- Branded and established a **personal injury law firm (Birmingham, AL)** in marketplace. Annual revenue growth is 40% as well as increased public visibility in social media, television, website, billboards, scholarship offerings, and promotional materials.
- Led a **mid-market law firm** in a collateral rebranding including advertising, pitch materials, client publications, and marketing tools.



EDUCATION

Bachelor of Arts | Graphic Design, Computer Technology & Applications

The University of Alabama ▪ Tuscaloosa, AL