

# Greg Francendese

## Profile

Dynamic creative seeking a role to grow a brand through brilliant design and purposeful strategy. Experienced designer and animator. Eager to facilitate team success and foster supportive professional relationships. Shape broad ideas into stories to enhance the brand persona. Enjoys learning new skills to grow a team.

## Employment History

### Graphic Designer, BeyondTrust, Chicago, IL

APRIL 2019 - APRIL 2022

- Design and animate brand assets for the digital and print landscapes - web, email, app, social, direct mailers, tradeshow, whitepapers, subbrands
- Navigate creative projects across the corporate, global event, and product marketing teams
- Assist developing proper work processes to keep up with department demand
- Work with agencies and vendors on brand campaigns and company events
- Lead creative direction for video - brand, product, demos, HR, events

### Production Artist, PureRED, Atlanta, GA

JULY 2016 - APRIL 2019

- Design weekly digital assets for multiple national retail clients across email, websites, display ads, social, and video
- Create templates for departments to use for design, dev, and presentations
- Test designs with developers so responsive emails and websites run properly
- Communicate with Account team to ensure design matches strategy
- Train new hires

### Creative Associate, Varsity Spirit, Dallas, TX

JULY 2015 - APRIL 2016

- Sole graphic designer and photographer for the NCA & NDA event brands
- Design all digital, print, and event branding marketing materials
- Photograph, edit, archive athletic event, camp and stock photography
- Develop marketing strategies to build brand connection via email and social
- Represent brand marketing team at conferences

## Education

### BA Advertising, University of South Carolina, Columbia, SC

AUGUST 2010 - MAY 2014

Four-year scholarship cheerleader, Two-year Captain

## Extra-curricular Activities

### Freelance Illustrator, Designer, Animator, Chicago, IL

JULY 2020 - APRIL 2020

- GlassStaircase, Austin, TX
- Self-employed print illustrator

## Internship

### Design Intern, Post No Bills, Columbia, SC

- Wrote copy and designed graphics for ESPN and Sweetwater Brewery
- Promoted the 1st annual Blackstock music festival via social media
- Developed SC State Fair promotional campaign strategies

## Contact

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## Skills

Illustration

Animation

Branding

Reliable

Organizational Skills

Positive Work Ethic

Multitasker

Ambitious

## References

Available upon request\*