



BREANNE MALOTT

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OVERVIEW

Strategic thinker and planner, skilled in the design and execution of innovative graphic, print and website materials.

Adaptable to diverse situations and projects while maintaining focus under tight deadlines.

Intuitive worker with the ability to complete projects reliably with minimal direction.

Outstanding leadership abilities; able to coordinate and direct all phases of project-based efforts while managing, motivating and leading project teams.

EDUCATION

Northern Kentucky University | 1999-2003
Bachelor of Arts in Graphic Design
Minor in Marketing

COMPETENCIES

Creative
Visual & Design Skills
Analytical
Emotionally Intelligent
Adaptable
Action-Oriented
Social Media Savvy
Entrepreneurial-minded

EXPERIENCE

BWF Envirotec, USA | Hebron, KY

Marketing Manager | July 2016 - Present

- Collaborate with sales to create a multifaceted marketing strategy that bridges the gap between the companies products and services, and the consumers needs.
- Support sales in the creation, planning and execution of individual closing strategies resulting in increased sales.
- Enhance brand recognition and penetrate the market using various organic and paid channels, to deliver targeted communications.
- Spearhead meetings with sales and production teams to discuss sales projections, marketing initiatives, and postmortem analysis.
- Design, edit and deploy email and web campaigns using Microsoft Dynamics and ClickDimensions to create awareness and generate a steady stream of leads while adhering to corporate brand standards and guidelines.
- Produce valuable and engaging content for the company website, blog and social media channels that attracts and engages our target groups.
- Analyze and optimize campaign data to improve performance and growth.
- Effectively manage a \$300K marketing budget that supports a \$28MM sales team, across three divisions by reviewing and negotiating pricing and agreements.

The Hennegan Company | Florence, KY

Director, Creative Digital Solutions | March 2013 - July 2016

- Increased sales by demonstrating and developing custom platforms geared towards the customers needs
- Oversaw the creative direction and programming for the companies online solutions, and reduced outsourcing cost by 75%.
- Implemented new process guidelines to increase productivity, and decrease errors.

Technology Coordinator | February 2010 - March 2013

- Developed large-scale online ordering portals, that helped customers such as Vera Bradley, Green Mountain Coffee, General Motors and Cintas, seamlessly manage their print and fulfillment items.
- Designed and programmed products in Pageflex Studio for online ordering.

Digital Production Coordinator | September 2008 - January 2010

- Managed and coordinated production and distribution of all digital print projects.
- Collaborated with a number of design agencies such as Latcha & Associates, Point-One-Percent, Saatchi & Saatchi and Studio XL to ensure jobs are completed in a timely manner and met all brand and graphic standards.

Color Analyst | October 2007 - August 2008

- Obtained a complete understanding of each printing project, then gave direction on color, re-touching, and design.
- Analyzed the mechanicals for potential color, stripping, press and bindery problems.
- Called upon to assist press checks or perform color O.K's.