



BRYANT MAYBERRY

DIRECTOR / DESIGNER / PHOTOGRAPHER

15 years experience

ART DIRECTOR

LOMA MEDIA NOVEMBER 2021 - PRESENT

- Organized and allocated work among a team of 10 to complete both creative and visual aspects of a project.
- Collaborated and led creative choices about the usage of visual elements, style, and strategy.
- Successfully pitched creative concepts to clients that resulted in the acquisition of 3 new accounts worth a total of +\$1 million annually.
- Directed the development of visuals that were well-received by the target audience, resulting in an increase in sales by 8%.
- Carried out innovative design work (both static and video) on a variety of high-quality projects.
- Maximized production with internal and external suppliers to generate visual material, resulting in a cohesive final product.
- Created cost-effective designs that saved the company an average of 20% per project.
- Composed internal marketing collateral while also serving as a significant resource for the Loma Brand.
- Successfully identified visual solutions to business objectives for 3 major clients, leading to the acquisition of 2 new clients.



CREATIVE DIRECTOR & ART DIRECTOR

BLENDERS EYEWEAR AUGUST 2019 - JUNE 2021

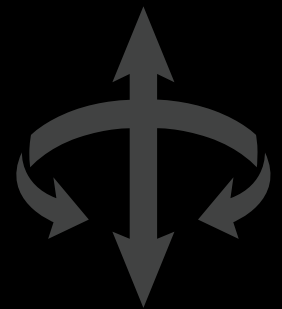
- Supervised a team of 6 designers in the creation of promotional materials, resulting in a 30% increase in customer engagement.
- Led the creative team in the development of all brand marketing assets such as advertising, web, catalogs, billboards, and point-of-purchase material.
- Streamlined workflows and processes which resulted in a more efficient use of resources and an increase in productivity by 15%.
- Coordinated with other departments, such as the marketing department, to ensure that all content produced aligned with the company's overall strategy.
- Created and implemented a system for all ideation, budgeting, and on-brand content capture for multi-level marketing efforts.
- Led weekly status meetings to keep all stakeholders updated on department progress and upcoming deadlines.
- Developed entire visual ideas based on our visual identity for new product launches and brand campaigns, including seasonal marketing, emails, paid advertising, e-commerce, and social assets.



CREATIVE DIRECTOR

WECKMETHOD LLC - BOSU FITNESS MARCH 2019 - AUGUST 2019

- Art directed and supervised a small team responsible for curating all visual graphics, photography, videography, product tech packs, and brand campaigns for domestic markets.
- Managed outside collaborations which resulted in increased traffic to the website by 30%.
- Developed and oversaw a diverse variety of ideas/designs to ensure that the creative execution supports the brand strategy and project objectives.
- Worked with account and insight teams to develop creative briefs and marketing strategies for product launches and promotions.
- Created and implemented the brand's education channel, which includes How to Use, Weckmethod Certification 1 & 2, and WM daily exercises.



MENTIONS

• SAN DIEGO STATE UNIVERSITY - Bachelor's in Fine Arts

• INTERNSHIPS - Dragon Alliance - 2008, Ninth Link - 2008