

BREANNA PARKER
SENIOR ART DIRECTOR

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BREANNAGPARKER.COM

SOFTWARE

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After Effects
Adobe Dimension
Adobe XD
Adobe Firefly
Midjourney
Figma
Microsoft Office

RECOGNITION

DALLAS AAF
2024 AMERICAN ADVERTISING AWARDS
Pizza Hut EOY Email / Honorable Mention

ADOBE
2018 ADOBE DESIGN ACHIEVEMENT AWARDS
A Little Rain LP Cover / Semifinals
Brief and Frightening Reign of Phil / Semifinals
The Nature Conservancy Poster / Semifinals

MISSISSIPPI STATE UNIVERSITY GLITCH
2018 NATIONAL STUDENT COMPETITION
"B" Poster / Illustration Honorable Mention

AAF OF HAMPTON ROADS
2018 AMERICAN ADVERTISING AWARDS
The Nature Conservancy Poster / Gold ADDY
"B" Poster / Gold ADDY

AIGA BLUE RIDGE
2017 FLUX STUDENT COMPETITION
Woolly Worm Festival Poster

AIGA BLUE RIDGE
2016 FLUX STUDENT COMPETITION
Big Joe Turner Rough Cut Publication

EDUCATION

OLD DOMINION UNIVERSITY, NORFOLK, VA / 2018
BFA in Graphic Design

EXPERIENCE

SENIOR ART DIRECTOR / TRACYLOCKE / 2023-PRESENT
Led creative direction and execution of integrated marketing campaigns for Pizza Hut, including print, digital, and CRM design, driving customer engagement and brand loyalty. Directed video and photo shoots, overseeing production from planning to post-production, ensuring quality deliverables. Presented creative concepts to clients, fostering relationships and ensuring alignment with brand strategy and client goals. Managed key projects like the Hut Rewards End of Year Recap and April Fool's campaigns, enhancing brand visibility and engagement. Collaborated cross-functionally with copywriters, designers, and account managers to deliver cohesive, impactful campaigns.

ART DIRECTOR / TRACYLOCKE / 2021-2023
Conceptualized and designed digital and print campaigns, including CRM assets, and animated social media assets. Presented creative work to clients and supported video and photo shoots to ensure quality deliverables. Collaborated with Strategists, Creative Directors, and Copywriters to develop cohesive, impactful campaigns.

ASSOCIATE ART DIRECTOR / TRACYLOCKE / 2019-2021
Developed creative campaign and design concepts for digital and print platforms, including CRM materials and animated social media ads. Collaborated with Strategists, Creative Directors, and Copywriters to deliver cohesive and impactful campaigns.

INTERN - CONTRACT DESIGNER / FLEISHMANHILLARD / 2018-2019
Designed decks, infographics, playbooks, and print assets (e.g., billboards, menu boards, directional signs) for client needs. Created animated assets for social media and ad campaigns, contributing to engaging and visually compelling content.

