

BREANNA PARKER
SENIOR ART DIRECTOR

BREGPARKER@GMAIL.COM
BREANNAGPARKER.COM

SOFTWARE

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After Effects
Adobe Dimension
ChatGPT
Figma
Figma Weave
Microsoft Office

RECOGNITION

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

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

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

EDUCATION

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

EXPERIENCE

SENIOR ART DIRECTOR / FIVE EIGHTY / 2025-PRESENT

Led creative direction across a spirits portfolio: Dewar's, Teeling Whiskey, Bacardi, Grey Goose, Aberfeldy, and Santa Teresa. Led the Cazadores Tequila Summer photo and video shoot, overseeing production from concept through post. Designed the Teeling Whiskey RTD can, now featured in the Notre Dame stadium. Led value-added packaging design and created custom point-of-sale materials across multiple campaigns.

SENIOR ART DIRECTOR / TRACYLOCKE / 2023-2025

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, 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.

