

BREANA K VAZQUEZ

Breana is a creative communicator with a passion for amplifying brands through high-quality design, strategic storytelling, and engaging visuals.

CONTACT

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(347)-840-0579

EDUCATION

Mercy University
BFA in Computer Arts

EXPERIENCE

Freelance Graphic Designer and Marketing Consultant (Bronx, NY)

- Breana K Vazquez (Jan. 2024 - Present)
- Design multimedia assets, including videos and presentations for live performances
 - Create marketing materials for nonprofit campaigns and public outreach initiatives
 - Develop visual identities and marketing collateral to enhance brand storytelling
 - Consult on branding and audience engagement strategies for cultural organizations

Flushing Town Hall (Queens, NY)

- Director of Marketing & Community Engagement (Dec. 2022 - Jul. 2023)
- Designed and refreshed promotional materials for print and digital channels
 - Provided in-house design support for marketing and event campaigns
 - Collaborated with creative freelancers on various high-budget projects
 - Crafted marketing strategies for multicultural programs

Bronx Council on the Arts (Bronx, NY)

- Marketing & Communications Manager (Dec. 2019 - Dec. 2022)
- Designed all digital and print marketing materials, ensuring brand consistency
 - Developed and maintained brand voice and visual identity
 - Created design templates to streamline content production
 - Supported integrated marketing efforts for programs and fundraising campaigns

Freelance Marketing Director and Graphic Designer (Bronx, NY)

- Good Light Productions LLC (Oct. 2018 - July 2022)
- Developed branding elements and visual identity systems for projects
 - Designed digital and print marketing materials
 - Created templates to enhance content production efficiency
 - Contributed to marketing strategies across various media channels

SKILLS

Design & Software: Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Canva, Digital & Print Design, HTML, Microsoft Office, Google Suite

Strategy & Execution: Branding, Marketing Collateral, Content Creation, Visual Storytelling

Professional Skills: Creative Problem-Solving, Critical Thinking, Organization, Collaboration, Project Management