

BRITT GARTH

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Profile:

Visual storyteller with 4+ years of creative marketing experience seeking to contribute combined visual art and communication skills to help drive engagement with the company/business/organization.

Education:

University of Connecticut

Bachelors' in Digital Media and Design / Concentration: 2D Animation

January 2014 to May 2016

Storrs, CT

Housatonic Community College

Associates' in General Studies

January 2012 to December 2013

Bridgeport, CT

Relevant Experience:

Stepping Stones Museum for Children | Senior Marketing Manager

July 2021 to Present

- Managing junior-level and contract graphic artists of museum's in-house creative team
- Designing branded print and digital paid media ads, brochures, posters, postcards and other media
- Maintaining cohesive visual brand of Wordpress website through graphic creation and image selection

Stepping Stones Museum for Children | Marketing Specialist

February 2020 to July 2021

- Produced visual formatting and written copy for email marketing campaigns
- Designed branded content for social media posts on Facebook, Twitter and Instagram

Mill River Park Collaborative | Marketing & Membership Coordinator

Oct 2018 to February 2020

- Designing branded print and digital ads, brochures, posters, postcards and other media
- Producing visual formatting and written copy for email marketing campaigns
- Designing branded content for social media posts on Facebook, Twitter and Instagram

Stepping Stones Museum for Children | Marketing Assistant

Oct 2017 to Oct 2018

- Designed animated digital ads and print ads, billboards, postcards, brochures and museum signage
- Crafted compelling email marketing materials and developed an efficient email-marketing strategy
- Photographed programming and special events for digital marketing

Community Partners in Action | Development and Communications Intern

July 2017 to Sept 2017

- Developed and implemented the organization's first digital communications strategy and procedures
- Increased online engagement by designing eye-catching content for e-blasts, social media and website
- Managed simultaneous event marketing campaigns across social, e-mail, mail and blog channels

Envision Kindness | Freelance Graphic Artist

April 2017 to July 2017

- Communicated with Executive Director to create visually engaging social media info-graphics

Habitat for Humanity of Coastal Fairfield County | Communications Intern

Feb 2017 to July 2017

- Independently researched and analyzed Habitat's fundraising efforts for 18-month development strategy
- Created and maintained a database of online event calendars to streamline posting process in future
- Promoted multiple events by publishing advertisements to almost two dozen online calendars

Agency X | Social Media Assistant / Head Storyboard Artist

Jan 2016 to May 2016

- Assisted Creative Director in planning, filming and editing original videos for the Digital Media Program
- Curated relevant content and wrote copy for the University's Digital Media Program's social media

Skills and Accomplishments:

Computer Skills: Proficient in Adobe Illustrator, Indesign, Photoshop, Premiere, AfterEffects; Microsoft Office suite; Wordpress; Constant Contact; Altru; Familiar with Raiser's Edge; Google Analytics; HTML

Social Media: Proficient in Twitter, Facebook, Instagram, Tumblr; Hootsuite, Buffer, Airtable