

BRIAN C. CULBREATH

(615) 364-0726 | www.bkooldesigns.com | 1101 Exchange Place, Apt. 1326, Durham, NC 27713

QUALIFICATIONS

- Comprehensive knowledge of **Adobe Creative Suite** (Photoshop, InDesign, Illustrator, Flash, Dreamweaver, and Acrobat Pro); Microsoft Office.
- Extensive experience in **print media** and **pre-press process**.
- Strong knowledge of **web design, development, and implementation** (HTML, CSS, JQuery); **Social media** (Facebook, Twitter, YouTube, etc.).
- Serve as **event photographer** and **illustrator** for publications and web, photo manipulation
- Creative and innovative in **planning, project management, and task execution**.
- **Strong communication skills** including varied writing background, oral and visual presentation of multiple workshops.
- Consults with clients with great success, **realizing the ideas envisioned by the client** in an efficient and precise manner.

PROFESSIONAL EXPERIENCE

PRINT MEDIA AND PRE-PRESS PROCESS

- Worked in collaboration with writers and editor to produce the NCCU Now, a university magazine publication for alumni, faculty and staff, and friends of the university. Duties included design, layout, editing, photography and illustration, and preparation for the printer of a 56 page document.
- Created from concept to completion branding campaign for the year long Centennial Celebration of North Carolina Central University (NCCU), a campaign for a fundraising effort to send NCCU Marching Sound Machine Band to the 2011 Tournament of Roses Parade, and an HBCU Symposium hosted by NCCU (HBCU Symposium hosted NCCU featured attendees included U.S. Secretary of Education, White House Initiative on HBCUs Director, North Carolina college presidents and chancellors, and over 50 colleges and schools from around the country). Materials developed include:
 - Identity establishment, logos, banners, signage, flyers, postcards, program, informational materials on the university, accompanying folder, fundraising brochures, marketing and events materials, and graphic rich emails.
- Routinely developed marketing and fundraising materials for the Office of Institutional Advancement, Alumni Relations, Athletics, and other divisions of the university.
- Redesigned and developed a monthly newsletter (EagleView) that covered events occurring at the university as a means to connect with constituents (faculty and staff, and alumni of the university)
- Design and development of logos, business cards, brochures, pamphlets, executable registration materials, postcards, photo manipulation, typography, and flyers for churches and other non-profit organizations.
- Produced and edited copy for marketing and other publication materials.

WEB DESIGN AND DEVELOPMENT

- Designed and developed accompanying website for NCCU Centennial Celebration, NCCU Marching Sound Machine marketing campaign to the 2011 Tournament of Roses Parade, HBCU Symposium, and Office of Institutional Advancement.
- Designed, developed, and established layout of online newsletter (EagleView)
- Designed and implemented flash-based emails distributed to NCCU alumni, faculty and staff, and friends of the university. Images and music placed together to highlight the

- university for an end of year fund-raising campaign, commencement services, and homecoming celebrations.
- Designed, developed, and maintain website for small businesses, churches and other Non-Profit organizations [National African American Tobacco Prevention Network (NAATPN), etc.]

COMMUNICATION AND WRITING

- Participate in brainstorming sessions with colleagues from across campus and external partners to determine unit and department communication materials, strategies, and specific graphic needs.
- Routinely generate and edit copy for publication and marketing materials.
- Target, research, and cultivate relationships with vendors
- Provided support to a variety of campus-wide programs and research initiatives.
- Utilize online marketing tools to communicate with constituents of the university and alumni through distribution of graphic rich, HTML based emails.
- Produced and developed PowerPoint templates for NCCU.
- Developed lesson plans accompanied by presentation of those lessons to students

EMPLOYMENT HISTORY

Lead Design and Public Communications Specialist III, Public Relations,
North Carolina Central University, Durham, NC, 2009-Present

Public Communications Specialist II, Institutional Advancement,
North Carolina Central University, Durham, NC, 2008-09

Educator, Biology and Physical Science, Metro Nashville Public Schools,
Nashville, TN, 2007-08

Research Intern, Vanderbilt University, Nashville, TN, 2001-2007

Graphic Designer, BKool Designs, Durham, NC, 2002-Present

SKILLS

Training in: public relations, marketing, task and role description, performance evaluation, staff development, teambuilding, diversity relations, fundraising, strategic communications, operational planning, ethics and accountability, bylaws and meetings management.

Experience in: leadership, awards recognition, program development and implementation.

Computer Skills – Adobe Creative Suite (Photoshop, Illustrator, Dreamweaver, Flash, InDesign, Premiere Pro, Acrobat Pro), SlideShowPro, Microsoft Office Professional, EndNote, ConstantContact and iContact (online marketing software), and social media (Facebook, Twitter, YouTube, Flickr, etc.)

EDUCATION

Bachelor of Arts, Biology, Fisk University, Nashville, TN 2001.

REFERENCES

Cynthia Fobert, (919) 530-7266
Director of Public Relations, North Carolina Central University

Johnnie Southerland, (919) 530-5321
Director of Strategic Planning, North Carolina Central University

Additional references available upon request.