felicitybrigham@gmail.com • felicitybrigham.com

Felicity Brigham DESIGN & DIGITAL MARKETING

Blending a background in design with marketing and brand management, I translate visual storytelling into data-driven strategies that align how a brand looks, feels, and performs. Shaping visual identities and intuitive user journeys now fuel my ability to uncover a brand's core story, translate it into compelling positioning, and activate it across every consumer touchpoint. By blending design thinking with market insights, I transform creative vision into measurable business impact.

EXPERIENCE

Digital Media Specialist • Microsoft • *2024 - 2025*
- Created compelling sales presentations that effectively communicate the brand message and drive customer engagement.
- Utilized digital marketing strategies, design, and the ability to translate complex data into visually appealing presentations.
- Responsibilities included designing dynamic sales materials, prompt engineering with Copilot, and collaborating with the sales team to optimize presentation content for maximum impact.

Digital Marketer and Senior Graphic Designer • Jennergy • *2018 - 2025*
- Created visuals for a wide range of clients with high-quality, multiple-project design deliverables in a fast-paced environment.
- Conceptualized and delivered marketing visuals for 50+ diverse clientele, with projects achieving an average 40% increase in customer engagement and a 25% in social media conversions.
- Development and implementation of a data-driven digital marketing plan, resulting in a 30% increase in website traffic, growth in social media engagement of 20%, and a 15% rise in email open rates.
- Use analytics tools to monitor, analyze, and report on digital marketing performance, making data-driven recommendations.
- Deliverables include logos, branding, templates, social media graphics, marketing campaign collateral, posters, event promotion, copywriting, infographics, digital advertising graphics, data visualization, brochures, direct mail, websites, and other deliverables.
- Designed an award-winning mobile application interface that improved user experience scores by 35%.
- Content strategy and execution of social media plan which boosted follower engagement by 200% in one month.

Graphic Designer • University of Washington • *2015 - 2018*
- Branding and design work for University departments, the School of Nursing, the School of Medicine, UW Medicine, and its entities.
- Developed graphics, templates, and layouts for brochures, logos, websites, conference materials, and more for over 25 teams.
- Execution of innovative design concepts for marketing materials and digital assets, aligning with the brand's standards.
- Managed multiple projects simultaneously under tight deadlines, demonstrating a strong ability to prioritize tasks effectively.
- Manage and optimize 3 websites and digital assets for optimal user experience, functionality, and search engine visibility.

Graphic Designer & Social Media Manager • Proctor Lane Investments • *2013 - 2015*
- Developed and maintained brand standards for collateral for SEVEN luxury haircare, and other companies.
- Designed marketing campaigns including social media, digital marketing, and email marketing campaigns for 10k+ subscribers.
- Print design including packaging redesign, and coordination with vendors for print and specialty companies.
- Enhanced social media presence with compelling content that increased followers by 25% and boosted user engagement rates.

EDUCATION & CERTIFICATIONS

Bachelor of Arts Graphic Design
Whitworth University 2011
Minors in Communications & Visual Communications

Brand Management Certificate • Cornell University 2025
Fundamentals of Digital Marketing Certificate • Google 2024
User Experience Design Certificate • General Assembly 2017

SKILLS & PROFICIENCIES

Brand Strategy & Positioning, Brand Architecture, Market & Competitive Analysis, Consumer Insight & Journey Mapping, Integrated Marketing Campaigns, Brand Activation & Engagement Tactics, AI/ChatGPT Prompt Engineering, KPI-Driven Performance Measurement, Graphic Design & Visual Storytelling, UI/UX Design, Wireframing & Prototyping, Design Thinking & User-Centric Problem Solving, Adobe Creative Suite, Figma & Interactive Prototyping Tools, Content & Digital Marketing Strategy (SEO, Social, Email)

AWARDS

Aster Award: Medical Marketing, **Forrester Award**: Audience Engagement, **Communications Award**: Annual Report, **Communications Award**: Logo Design, **The Seattle Awards**: Graphic Design, **Communications Award**: Website Design, **The Davey Awards**: Full Campaign