



## LOCATION:

1107 Westlawn Blvd.  
Murfreesboro, TN 37128

## PHONE:

615 . 631 . 0801

## EMAIL:

brian@brianhays.me

## WEBSITE:

brianhays.me

## EDUCATION:

Bachelor of Arts, Graphic Design  
Louisiana Tech University



## PROFILE:

I am a seasoned design professional and communication specialist with over 17 years of experience in branding, communication and marketing. I excel in developing branding strategies and solving problems that arise in the design world. I deliver innovative direction that consistently meets or exceeds my clients' goals. My creativity is more than the tools I use, it's the desire to produce an experience through my designs that fuels my approach.

## WORK EXPERIENCE:

Present

#### Marketing & Sales Director, *Restorative Health Services Group*

- Brand development and graphic design solutions
- Marketing strategies and development
- Website design, development and management
- SEO management for website and social media
- Leading of email marketing strategy and implementation
- Manage & lead studio staff in day to day activities and art direction

2019 - 2020

#### Director of Marketing, *Parks Realty*

- Prepared annual marketing plans and created a calendar of campaigns and events; set the marketing budget and analyzed the market and competitors.
- Responsible for the public marketing initiatives for Parks on a corporate level.
- Led the direction, planning, and content development for blogs and social media including Facebook, Instagram and Twitter.
- Assisted new agents with on-boarding process and training with monthly marketing seminars related to company tools and systems.
- Managed and developed weekly content for marketing initiatives to over 30,000 recipients of monthly email newsletters and digital communications.

2018 - 2019

#### Studio Design Manager, *Old Time Pottery*

- Brand development and graphic design solutions
- Marketing strategies and development
- Website design, development and management
- SEO management for website and social media
- Leading of email marketing strategy and implementation
- Manage & lead studio staff in day to day activities and art direction

2006 - today

#### Freelance Design & Marketing, *brianhays.me*

- Brand development and graphic design solutions
- Brand promotion, SEO & manage social media
- Bootstrap, HTML, CSS, Wordpress and CMS systems
- UI design, Wireframing websites and web applications

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2006 - 2018

● Senior Instructional Designer and Consultant,  
*Learning Solutions: Hospital Corporation of America*

- Innovation leader through automation and streamlining processes
- Department Senior designer, script writing, storyboard design & development, audio/video production and final development for a user base of over 100K users.
- Brand development for campaign initiatives
- Maintain client relationships with ongoing web based training development and design.

SKILLS  
& SOFTWARE:



SOCIAL & SEO MARKETING



ADOBE ILLUSTRATOR



ADOBE CAPTIVATE



ADOBE PHOTOSHOP



ADOBE PREMIER



HTML & CSS



ADOBE INDESIGN



ADOBE DREAMWEAVER



ADOBE AUDITION

REFERRALS AVAILABLE UPON REQUEST

RESERVE TIME WITH BRIAN  
NOW ON CALENDLY



SCAN WITH YOUR  
CAMERA TO SCHEDULE