

Renee Brott

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EDUCATION

Bachelor of Applied Arts

Central Michigan University, Mount Pleasant, Michigan

Major: Graphic Design Minors: Advertising and Marketing

Graduated: December 2003

SKILLS

Adobe InDesign

Adobe Dreamweaver

Adobe Photoshop

Microsoft Office

Adobe Illustrator

EXPERIENCE

First United Methodist Church – Grand Rapids, Michigan

Director of Communications, *March 2008 to present*

- Create branding, advertising, logos, and graphic design for social media, print, website, and sermon series.
- Design, layout, and edit print and online newsletters, magazines, and emails.
- Write, design, and publicize internal and external press releases, flyers, posters, and newsletters.
- Coordinate advertising plan and form budget for the year, purchase advertising in local publications, design advertisements, and develop advertising campaign.
- Website and social media management and content generator.
- Design and implement direct mailings.

Wolverine Building Group – Grand Rapids, Michigan

Director of Marketing, *September 2006- February 2008*

- Coordinate advertising plan and form budget for the year, purchase advertising in local publications, design advertisements and develop advertising campaign.
- Develop and distribute press releases on events, projects, and company news.
- Update and manage website, enter new information on projects and pictures.
- Create proposal packets for potential clients and projects.
- Design direct mail pieces for target market, maintain database list for key markets.
- Design and write quarterly newsletter.

West Michigan Conference of the United Methodist Church – Grand Rapids, Michigan

Camp Marketing and Registration, *November 2004- August 2006*

- Coordinate marketing plan and materials for summer camps; including designing and preparing brochure, logos, website graphics, website content, direct mail and budget.
- Handle daily customer relations with site managers, campers, parents, and churches.
- Update and manage database, tracking camper registrations and expenses.
- Work with treasurers to balance and deposit daily payments. Administrative duties: answering phones, bulk mailings, copying