



Breanne Fenc!

Art Director & Designer

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EXPERIENCE

Senior Art Director, Paradowski Creative

St. Louis, MO | Sept 2019 — Present

Lead ideation and execution of print, digital, video, web, XR and TV marketing materials for B2B and B2C brands. Navigated the rapidly converging worlds of XR, AI and XD to keep my clients competitive. Advocated for and established new summer internship program. Sustained and grew retainer business for Enterprise and Bayer. Helped land the Imo's account as lead art director through the pitch and execution. Clients include: Bayer Crop Science, Bayer Consumer Health, Enterprise Holdings, Enterprise Rent-A-Car, Imo's Pizza and The Sheldon.

Freelance Senior Art Director, HLK

St. Louis, MO | June 2019 — Sept 2019

Art direction and ideation for B2B and B2C brands. Partner with account, planning and creative teams to produce brand-driven, results oriented creative communications. Clients include: Bayer, Channel Seed, DEKALB, Asgrow, Build-A-Bear Workshop and Ameren Missouri.

Senior Art Director, Caleres Inc.

St. Louis, MO | May 2018 — May 2019

Maintain and evolve Allen Edmonds' new brand standards. Concept and direct lifestyle as well as product photoshoots and video shoots for use in print and digital media. Design all marketing emails. Design printed catalogs, mailers and signage. Work alongside ecommerce, marketing and merchandise teams to bring new brand standards to life.

Graphic Designer, Caleres Inc.

St. Louis, MO | May 2016 — May 2018

Concept and execute various print and digital initiatives for Naturalizer and Bzees brands. Projects include emails, homepage, landing pages, catalogs, in-store signage, window design, campaign concepting, and photoshoot direction. Received recognition for the creation of a responsive, digital catalog that saw an immediate increase in sales.

Designer, Notion, LLC

St. Louis, MO | May 2015 — May 2016

Create original concepts and visual solutions for clients such as Ascension, Visa, LexisNexis, Levi Strauss & Co., Saint Louis Science Center, and PBMI. Work includes print, publication and digital design, as well as illustration, animation, and video storyboards.

Associate Art Director, Moosylvania

St. Louis, MO | November 2014 — April 2015

Worked as part of a team to concept and execute POS material, advertising campaigns, print material, digital and social media executions for clients such as Grey Goose Vodka, Costa Farms, Driver's Little Helper, and Steaz.

Junior Art Director, Fusion Marketing

St. Louis, MO | June 2014 — November 2014

Concept and design print, digital, and experiential advertising materials for clients such as Budweiser, Bud Light, Goose Island Beer Co., Cabo Wabo, Cabo Diablo, and Wild Turkey.

EDUCATION

University of Kansas

Lawrence, KS

Bachelor of Fine Arts in Design:
Visual Communication | 2014

SKILLS

Professional

Photo/Video Shoot Direction

Creative Strategy

Wireframing

Prototyping

Data Visualization

Content Management Systems

Technical

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Xd

Microsoft Office

Hand Lettering

Font Lab

Illustration

Digital Photography

(including Lightroom and RAW files)

References available upon request