



Sheana L. Firth

Marketing, Branding & Design

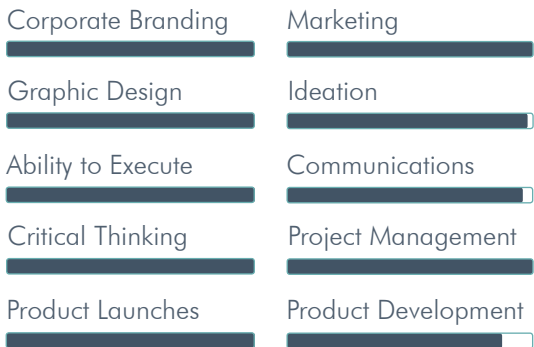
Intuitive & Inquisitive
Unconventional Visionary
Macro to Micro Thinker

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Skills



Strengths



Identifying Trends

Ability to observe, process and predict trends then apply strategies to product or service



Interpretation of Complex Ideas

Finding common ground, simplifying and expressing message clearly in a range of technologies



Internet of Things

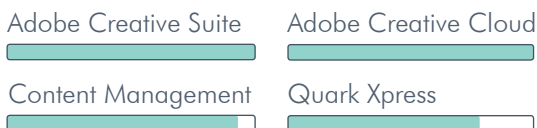
Able to see the interconnectivity of the seemingly unrelated



Connecting the Dots

Identify the gap, envision the solution, implement the strategy

Proficiency



Awards

Received over **twenty** international awards for design, marketing and advertising from **2010-2015**. Top accolades include multiple Platinum and Gold MarCom, Hermes International, Communicator, and Summit Creative Awards.

Experience

DaVincian Healthcare, Inc. 2016

Marketing Manager

Responsible for corporate rebranding, messaging and tradedress as well as development and execution of strategic, integrated marketing plans, communications and product launches.

- Worked with team to develop, strategize, build and bring to market technological and medical services and solutions.
- Managed production of advertising, marketing brochures, sales kits and other promotional materials and strategies.
- Conceptualized, designed and executed corporate style guides.
- Creative lead, working with UX/UI designers, copywriters, and sales team to create comprehensive and effective materials.
- Designed and built corporate website according to newly established brand standards and messaging
- Worked with team to ideate and prototype prescription adherence solution, winning Amazon's 2016 Alexa Challenge
- Identified alternative ways to brand and market new technologies

Breakaway Graphics, LLC 2009-Present

Creative Director

Full scope of design services including corporate branding, marketing, point-of-sale, art direction & design of periodicals and specialty magazines.

- Develop and execute targeted marketing to promote, increase brand awareness, and boost patronage by employing multi-media outlets including strategic ad placement, increased web presence, social media strategies, and events.

Critical Achievements

- Featured in Photoshop User Magazine 2011.
- Chosen as guest writer for GraphicDesign.com.

InsideTrack Almanac 2003-Present

Art Director, Marketing, Communications

Comprehensive management and execution of a tri-county hospitality publication serving a readership of over 120,000.

- Client relations, print negotiation, pre-press and production.
- Editorial, advertisement and production design.
- Increased market penetration and brand awareness by implementing an integrated web/print/social brand strategy.

Education

Florida State University 1999-2003

Bachelor of Science, School of Social Sciences

- University Sponsored Athlete