

Brener Barone

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Key Skills

Time Management
Leadership
Tech Savvy
Graphic Design
Google Drive
Office 365
Video Editing
Data analysis
Marketing & Sales

Education

MACKENZIE UNIVERSITY
Bachelor of Design – 2007

APC SYDNEY
Advanced Diploma of
Marketing – 2013

CITY INSTITUTE
Diploma of Business
Management – 2015

TAFE NSW
Certificated III in Hospitality
- 2014

Summary

I am a seasoned Content Producer and Graphic Designer with a proven track record of success in both agency and in-house environments. My expertise includes:

- Leading the creation and execution of company-wide marketing content, including campaign assets, brand communications, digital materials, and creative projects.
- Managing social media content production, creating graphics, videos, photography, and digital assets designed to increase audience engagement and strengthen brand presence.
- Experienced in Graphic Design, Digital Design, Video Editing, and Photography, using Adobe Creative Suite and industry-standard software to produce high-quality creative solutions.

Objectives

Creative and experienced designer with over 25 years of experience across graphic design, branding, digital content creation, and visual communication. Seeking an opportunity to bring my expertise in developing engaging creative solutions, producing impactful content, and contributing to a strong brand vision within a collaborative team environment.

Career History

Content Producer & Senior Graphic Designer - Bi-Rite
September 2022 – Current

Working with the in house marketing team as a graphic designer and marketing specialist with the following expertise.

- Crafting eye-catching promotional web and mobile banners for diverse campaigns such as Black Friday, EOFY sale, and Christmas Sale
- Developing engaging social media content, including Reels, Stories, and static posts
- Designing printed sales catalogues to drive sales initiatives
- Creating effective paid advertising media across platforms like Google Ads, YouTube Ads, and Meta Ads
- Designing promotional materials tailored for Bi-Rite stores to enhance brand presence
- Capturing compelling event photography and video footage. Editing videos for various channels including YouTube and social media platforms
- Devising comprehensive marketing strategies and executing detailed plans
- Ensuring seamless website maintenance to optimize user experience and engagement

Certifications

Motion Graphics
Video Production and
Editing
Digital Design Masterclass
Product Photography

Language Proficiency

Portuguese – Native Speaker
English - Fluent
Spanish - Basic

Interests

Culinary
Food Photography
Fashion
Architecture
Design
Music
Sports
Travel

Career History

Marketing Coordinator - The Consortium QLD

April 2022 – April 2023

Focused on social media content creation for and management for 3 restaurants, website banners and promotional materials. Responsible for email marketing campaigns.

- Photography and advanced editing techniques
- Video production and editing proficiency
- Graphic design for diverse marketing collateral
- Regular website updates to maintain freshness and relevance
- Strategic implementation of EDM campaigns to drive engagement and conversions
- Creating effective paid advertising media across platforms such as Google Ads, YouTube Ads, and Meta Ads
- Developing engaging social media content, including Reels, Stories, and static posts

Marketing Assistant/Graphic Designer - Salty Crush

November 2018 – August 2021

Working with the marketing team developing the following assets and marketing collaterals.

- Photo manipulation, website banners, promotional materials
- Email marketing creation using MailChimp
- Assisting in the distribution of subscriber newsletters and information
- Keeping abreast of industry trends and compelling marketing campaigns
- Developing engaging social media content, including Reels, Stories, and static posts.
- Crafting eye-catching promotional web and mobile banners for diverse campaigns such as Black Friday, EOFY sale, and Christmas Sale

Freelancer Graphic & Digital Designer - barOne creative

August 2012 – April 2022

Working with a variety of client, helping on the development and marketing strategies for small and medium business.

- Photography, photo editing and manipulation.
- Magazine layout, advertising and social media management.
- Development of promotional materials such as brochures, gifts and business cards
- Branding development
- Newsletters and logos.
- Packaging design and 3D models
- Video capturing and editing
- Development of responsive websites