



JEFFREY BREYLEY GRAPHIC DESIGN

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Accomplishments

I was instrumental in a complete reimagine, rebranding and redesign of weekly student newspaper in Southwest Florida. The increased popularity after redesign found demand outpacing availability of publication. ABC (American Bureau of Circulation) prohibits free papers to be distributed to prevent false circulation numbers. Newspaper sponsorship numbers were consistently short of the high demand of teachers and students.

Recently, my talents and experience were put to the test in promoting the inaugural Highland Games of Harpers Ferry in West Virginia. This event not only highlighted my abilities in event planning, but also allowed me to showcase my design and marketing abilities including print, signage, website and promotional video production. The event's success has allowed the event to grow substantially, drawing participants from over five surrounding states and is now an annual event on the MidAtlantic Scottish Athletics circuit.

Skills

- Logo Design
- Composition/Spec Layout
- Sales Presentation Production
- Catalog Design
- Social Media Advertising and Marketing
- Advertising Design and Placement
- Insert Production and Placement
- Photography
- Web Graphics and Design
- Direct Mail
- Illustration
- Document Design
- Point Of Purchase Design and Implementation
- Specialty Advertising

Experience

Lowe's Companies, Inc. – Mooresville, NC
Merchandising Service Team

Jeffrey Breyley Graphic Design – Cincinnati, OH / Fort Mitchell, KY • Harpers Ferry, WV • Chicago, IL • Fort Myers, FL
Graphic Designer • 2001 – Present

Registration Graphics – Fort Myers, FL
Graphic Designer

The News-Press (Gannett Media Company, Inc.) – Fort Myers, FL
Composition Artist / Circulation Sales Coordinator

Visual Arts Center – Fort Myers, FL
Graphic Designer / Darkroom Tech

Education

Ball State University – Muncie, IN
Bachelor of Fine Arts – Visual Communications Major