

Brian Norman

 6913 Sawyer Pike
Signal Mt, TN 37377

 (423) 304-6397

 briannorman99@gmail.com

 bnormandesigns.com

AWARDS

2016 GOLD AWARD WINNER HEALTHCARE ADVERTISING AWARD

- LiveWell Magazine
- CHRISTUS Spohn Health System – Corpus Christi, TX

2014 GOLD AWARD WINNER ASTER AWARD

- ChildLife Magazine
- Children's Hospital of Nevada – Las Vegas, NV

CERTIFICATIONS

GOOGLE COURSE CERTIFICATES

- From Likes to Leads: Interact with Customers Online (2024)
- Attract and Engage Customers with Digital Marketing (2024)
- Foundations of Digital Marketing and E-commerce (2024)

Brand Manager | Marketing Specialist | Design Leader

Results-driven Brand Manager with over 10 years of experience leading creative strategy, brand development, and integrated marketing campaigns. Proven ability to translate business objectives into high-performing brand identities, marketing initiatives, and visual communication systems. Expert in Adobe Creative Suite, cross-functional leadership, and data-driven marketing to drive engagement, conversions, and measurable ROI across digital, print, and motion platforms.

Key Skills

- Brand Strategy & Positioning
- Integrated Marketing Campaigns
- Creative Direction & Art Supervision
- Digital, Print & Motion Design
- Adobe Creative Suite (Illustrator, InDesign, Photoshop, After Effects, Lightroom)
- Web & UI/UX Design (WordPress, HTML, CSS)
- Market Research & Data-Driven Decision Making
- Verbal & Written Communication

Selective Clients

Have it Your Way Foundation • University of Virginia Health System • TEG Federal Credit Union • Orrstown Bank • CHRISTUS Health System • Children's Hospital of Nevada

PROFESSIONAL EXPERIENCE

Senior Graphic Designer / Brand Manager

Chattanooga Coin | Rossville, GA | 2022-2025

- Lead company-wide brand modernization and visual strategy to align with growth objectives.
- Directed the website redesign, improving engagement and conversion through stronger visual hierarchy and UX flow.
- Oversaw magazine rebranding, elevating design consistency and market relevance.
- Created strategic e-newsletters and marketing collateral to expand customer retention and reach.
- Collaborated with leadership to shape integrated brand campaigns, increasing visibility and credibility in the collectibles market.

Freelance Art Director & Brand Consultant

Signal Mountain, TN | 2018-2022

- Advised clients on brand identity systems and long-term marketing direction across healthcare, logistics, manufacturing, and real estate sectors.
- Designed and delivered comprehensive branding packages, from logo development to digital and print ecosystems.
- Improved client outcomes through cohesive visual strategy and measurable engagement growth.

Worked for Mohawk from 2017-2022. Was moved to independent contractor status from 2018-2022, which included all graphic designers in the company.

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PROFESSIONAL EXPERIENCE

Senior Graphic Designer

Mohawk Industries | Dalton, GA | 2017-2018

- Strengthened internal brand alignment by producing motion graphics, benefits campaigns, and communication materials for 20,000+ employees.
- Partnered with HR and communications leadership to refine corporate messaging and visual tone.
- Enhanced internal engagement metrics through impactful, employee-focused design initiatives.

Graphic Designer / Senior Graphic Designer

True North Custom Media | Chattanooga, TN | 2008-2017

- Developed integrated brand campaigns for hospitals, banks, and credit unions nationwide.
- Produced multi-channel creative assets including magazines, video, signage, and digital collateral.
- Ensured on-time, budget-conscious delivery across concurrent client projects.
- Collaborated with account teams to translate marketing strategy into effective, measurable design outcomes.