

# BRANDY BARKER

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## PROFESSIONAL EXPERIENCE

- 2018 - current      University of West Georgia      Carrollton, GA  
Executive Director of Creative Services  
Leading Photography, Videography, Graphic & Motion Design, Web, and Digital Media teams  
Collaborating with campus partners to advance enrollment strategies through advertising  
Visual storytelling through the lenses of relevance, competitiveness, and placemaking  
  
Director of Graphic Design  
Led a team of four designers plus student interns & assistants  
Conceptualized and developed content for digital and print marketing  
Collaborated with UWG's agency partner to create and implement a Go West brand refresh
- 2015-2017      Better Beans Branding      Atlanta, GA  
Creative Director & Project Manager  
Built out scope-of-work, brand strategy, and timeline documents for client projects  
Managed client accounts through the sales process and maintained client relationships  
Led creative team to conceptualize and create brand identities for clients
- 2015-2016\*      Atlanta Printmakers Studio      Atlanta, GA  
Education Director  
Created classes and workshops based on student needs and demand  
Worked closely with intrustors on scheduling, organization, and inventory  
Managed a team of student interns to provide enriching experiential learning  
\*continued as a Teaching Artist through 2018
- 2013-2016      Scallions Childcare & Development Company      Atlanta, GA  
Project Manager: Marketing & Brand Integrity  
Worked on a team to develop and implement quarterly marketing plans  
Created and implemented system for maintaining brand integrity, post-rebrand  
Managed company-wide rebranding for twelve locations
- 2011-2013      Spudnik Press Cooperative      Chicago, IL  
Studio Manager  
Coordinated special events, open studio sessions, and fundraisers  
Oversaw a team of interns and volunteers daily and during special events  
Maintained a variety of studio equipment and inventory  
Teaching Artist (Relief, Screenprinting, Letterpress)

## EDUCATION

- 2021-2022      M.A. Art and Design, Kennesaw State University  
Museum Studies
- 2008      B.F.A., University of West Georgia  
Graphic Design and Printmaking

## AFFILIATIONS

- 2022-current      Atlanta Printmakers Studio | Board Member  
2020-current      University of West Georgia | President's Cabinet  
2020-2021      Becoming UWG Strategic Planning | Steering Team  
2020      Asheville Yoga Center | 200-hour Certified Yoga Teacher  
2019-current      Carrollton High School Graphic Arts | Advisory Council  
2017-2019      Carrollton Center for the Arts | Commissioner  
2016-2022      The Itinerant Printer | Book Tour Management & Logistics  
2016-current      Air Air Art Residency | Creator & Director  
2013      Villa Magdalena K, Hamburg, Germany | Artist in Residence