



# Brandi Gard Webb

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## Profile

Brandi Gard Webb is an enthusiastic, motivated, and passionate storyteller with 10+ years of experience in advertising + marketing strategies, account management, and creative direction collaborating with some of the world's best luxury lifestyle, travel, and hospitality brands.

She has a strong attention to detail and is a driven marketing expert executing multiple projects simultaneously and efficiently with respect to profitability, deliverables and budgets in a deadline-driven industry.

+ Collaborated with brands, designers and stylists to launch campaigns for Sandals Resorts, Martha Stewart, L'Oreal, The Tony Awards, Hayley Paige, Bazaarvoice, Verizon Wireless, JLM Couture, Hard Rock Hotel & Casino, Caesars Entertainment, Twitter, American Express, Carnegie Hall, Jason Wu for Caudalie, Ole Henriksen, The Honest Company, Atelier Pronovias, Ines Di Santo, Sarah Seven, Keurig, Shea Moisture and AgenC

+ Traveled extensively photographing and directing campaigns around the world in Paris, London, Berlin, Oslo, Hong Kong, The Caribbean, Mexico, Sri Lanka, NYC, Los Angeles, Chicago, San Francisco, Las Vegas, Washington DC, Atlanta, Palm Springs, Austin, Asheville, Martha's Vineyard and The Hamptons

## Education

**Defense Information School of Journalism**  
United States Air Force, 03/96  
Emphasis in Public Relations and Photography

## Experience

- Executed multiple projects simultaneously and efficiently following creative through the entire process from pitch to go live for Fortune 500 companies with respect to profitability, deliverables, and budgets in a deadline-driven industry
- Led and mentored internal teams to produce advertising campaigns, photo shoots, public relations, events, social media, press, collateral, competitive intelligence research, merchandise, websites, and branding
- Served as the liaison between national and international brands, their various advertising agencies, brand management groups, and media to ensure initiatives were met
- Launched online advertising campaigns that played a vital role in spearheading growth for mediaFORGE, building revenue from \$500,000 annually to \$6 million in a period of over a year; managed a \$10M portfolio while at Bazaarvoice's NYC office
- Directed entire production process from concept to completion for photo and video shoots including budgeting, talent, lighting, location scouting, styling, storyboarding and post-production. Experienced in offset, screen and digital printing
- Purchased, sourced and optimized display advertising for multiple campaigns, continually analyzing performance with respect to company margins and client return on investment (ROI)
- Cultivated and built solid working relationships externally with publishers, contractors, vendors, merchandising, and media contacts. Internally, CEOs, C-level executives, and department heads to ensure campaign success
- Established protocols to organize, create, revitalize, propel, and maintain brands and identified market trends to develop competitive positioning while establishing rapport in the various industries

## Employment

**Beauty Industry Group**, Creative Director, 10/19 – Present  
**Brandi Gard Studios**, Freelance Creative Director, 07/14 – 10/19  
**Bazaarvoice NYC**, Client Success Director, 09/13 – 07/14  
**IgnitionOne**, Client Services Manager, 02/13 – 09/13  
**HookLogic**, Account Manager, 10/12 – 01/13  
**Overstock.com**, Senior Project Manager, 11/11 – 10/12  
**mediaFORGE**, Client Services Manager, 05/10 – 11/11  
**V2 Creative**, Account Executive, 02/08 – 03/10

*Creative Director*

*Skills*

ADOBE LIGHTROOM, PHOTOSHOP, ILLUSTRATOR, INDESIGN AND XD  
KEYNOTE, MICROSOFT OFFICE, OUTLOOK, ASANA AND SALESFORCE



