



SKILLS

My skills are derived from agency, company, and freelance work experience, continuous practice, lessons taught by countless failures, formal education, non-formal education, mentorship, constructive criticism, mountains of books, and a profound curiosity and thirst for knowledge. Some of my skills are listed below, but I prefer to let my work speak for itself. Please visit my website for work samples.

- Strategic brand identity development
- Crafting engaging user experiences and brand narratives to connect with users
- Conceptualization, ideation, and production of innovative digital experiences and creative materials
- Building emotional connections between brands and consumers via value congruency, storytelling, and creative strategy
- Ability to strategically solve complex design and communication problems through creative problem solving, use of creative processes, critical thinking, research, & through the application of design, relationship building, psychological, & communication strategies.
- Ability to leverage Google Analytics & data analysis to develop strategic frameworks that effectively drive consumers to perform desired terminal behaviors

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| • Graphic Design (print) | • Advertising Strategy | • Social Media Management | • Photoshop |
| • Graphic Design (digital) | • Brand Strategy | • HTML/CSS (a little rusty) | • Illustrator |
| • Photographic Production | • Web Design | • Content Management | • Lightroom |
| • Professional Retouching | • Copywriting | • Google Analytics | • InDesign |
| • Studio Lighting | • Critical Thinking | • WordPress | • PremierePro |
| • Design Strategy | • Creative Problem Solving | • MailChimp | • Adobe Bridge |

EXPERIENCE

Compass

Graphic Design and Photography || July 2018 – Dec. 2018

I joined Compass to develop agents' personal brands and to design effective marketing materials that helped generate brand awareness and millions of dollars in sales. I created scores of efficacious print and digital marketing

pieces—from billboards to luxury marketing books—that exceeded client expectations at Compass. Additionally, my role involved important client relationship management as well as some photographic and retouching work.

Movetic Branding Agency

Branding, Graphic Design, and Photography || June 2017

I was contracted by Movetic to strategically develop brand identities, craft innovative digital experiences, and to ideate and produce creative materials. Our team created engaging user experiences and brand narratives to connect with users, produced striking imagery and leveraged storytelling to build emotional connections between brands and consumers, developed a brand

identity from the ground up, and produced a variety of branded creative materials. I utilized design, psychological, and communication strategies to develop brands and drive brand affinity throughout my time at Movetic. My clients at Movetic included: DewTour, Scaled Composites (developed the world's largest airplane and have sent people to space), Skrewball Whiskey, and others.

Power Digital Marketing

Creative Content Internship || January 2017 – April 2017

I designed advertisements, webpage layouts, emails, stationery, sales decks and other creative work for PDM's clients and internal marketing departments. I developed creative content strategies, cross channel digital strategies, brand guidelines and produced branded content. I created PDM's first brand

guidelines book to ensure that all of PDM's branded material is consistent, cohesive, & communicates credibility. I produced creative work for Green Hope Vodka, Bob's Red Mill, Locale Advisors, and helped to produce a presentation deck that ultimately led to the acquisition of a new client.

Other Work

Design, Photography and Retouching || January 2012 – Present

I've worked on a wide array of photographic, retouching and design projects for numerous companies and personal clients since 2012. I have worked as a photographer and retoucher for professional gaming events, a clothing label, weddings, engagements, concerts and more. Additionally, I have completed

web and graphic design projects for photographers, writers, documentarians and several businesses. Don't hesitate to reach out if you're interested in working with me, and please visit my website for work samples and detailed information about my skills and experience: im.dakotabrinkert.com

CONTACT

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EDUCATION

San Diego State University
B.A. Advertising & Journalism, Art Minor