



## BREANNE MALOTT

2071 Madison Drive  
Hebron, KY 41048  
www.breannemalott.com  
bmalott01@yahoo.com  
(859) 655-5298

## OVERVIEW

Strategic thinker and planner, skilled in the design and execution of innovative print, web graphics and integrated marketing strategies.

Intuitive worker with the ability to complete projects reliably with minimal direction.

Outstanding leadership abilities; able to coordinate and direct all phases of project-based efforts while managing, motivating and leading project teams with a commitment to deadlines.

## EDUCATION

Northern Kentucky University | 1999-2003  
Bachelor of Arts in Graphic Design  
Minor in Marketing

## SKILLS

Innovation, Creativity & Design  
Growth Marketing  
Content & Email Marketing  
Website Design & Development  
Basic HTML & CSS  
Audience Management  
Communication & Interpersonal  
Problem Solving  
Project Management

## EXPERIENCE

### **BWF Envirotec, USA | Hebron, KY**

#### **Marketing Manager | July 2016 - Present**

- Collaborate with sales to create a multifaceted marketing strategy that bridges the gap between our gas filtration products and consumer needs.
- Enhance brand recognition and penetrate the market using various organic and paid channels, to deliver targeted communications.
- Spearhead meetings with sales and production teams to discuss sales projections, marketing initiatives, and post-mortem analysis.
- Design, edit and deploy email and web campaigns using WordPress, iContact, Multiview and other applications to create awareness and generate a steady stream of leads while adhering to corporate guidelines.
- Analyze and optimize campaign data to improve performance and growth.
- Effectively manage a \$200K marketing and trade show budget that supports a \$25MM sales team, by reviewing and negotiating pricing and agreements.
- Design technical sheets and marketing collateral for print and online distribution.

### **The Hennegan Company | Florence, KY**

#### **Director, Creative Digital Solutions | March 2013 - July 2016**

- Oversaw the creative direction, programming and work-flow for online marketing solutions, and reduced outsourcing cost by 75%.
- Lead a team of four on-site and two remote employees by providing intelligent, consistent and steady direction for complex programming and design needs.
- Implemented new process guidelines to increase productivity, and decrease errors between the Streamline, Production and Fulfillment departments.

#### **Technology Coordinator | February 2010 - March 2013**

- Developed large-scale online ordering portals, that helped customers such as Vera Bradley, Green Mountain Coffee, General Motors and Cintas, seamlessly manage their print and fulfillment items.
- Designed and programmed products in Pageflex Studio for online ordering.

#### **Digital Production Coordinator | September 2008 - January 2010**

- Managed and coordinated production and distribution of all digital print projects.
- Collaborated with a number of design agencies such as Latcha & Associates, Point-One-Percent, Saatchi & Saatchi and Studio XL to ensure jobs are completed in a timely manner and met all brand and graphic standards.
- Manipulated customer files to adhere to GRACOL printer specifications.

#### **Color Analyst | October 2007 - August 2008**

- Obtained a complete understanding of each printing project, then gave direction on color, re-touching, and design.
- Analyzed the mechanicals for potential color, stripping, press and bindery problems.
- Called upon to assist press checks or perform color O.K.'s.