

Brandi P. Williams

BrandiPWilliams@yahoo.com | 901-552-7852 |

Professional Summary

Creative and detail-oriented Graphic Designer/Videographer with expertise in designing visually compelling work for digital and print media. Skilled in branding, typography, and visual storytelling, with a strong background in creating marketing materials, album covers, logos, social media reels, cinematography, and promotional content. Passionate about bringing ideas to life through innovative and impactful design.

Visual and Design Strengths

- **Bold, Urban Visuals:** My design style is vibrant, colorful, and deeply rooted in the cultural heartbeat of Memphis, TN—infusing every project with personality and place.
- **Digital Marketing Focus:** As a certified expert in digital marketing and e-commerce, I don't just create eye-catching visuals—I design with strategy, audience, and conversion in mind.
- **Flyer & Promo Excellence:** I specialize in digital marketing materials and promotional flyers that pop off the screen and capture attention instantly.
- **Vision Translator:** I have a proven gift for taking a client's raw vision or loose idea and translating it into visuals that hit the mark every time.
- **Message-Driven Design:** I understand the psychology behind visuals and how to craft designs that communicate more effectively than the average designer.

Skills & Expertise

- Digital Marketing and E-Commerce
- Graphic Design & Branding
- Pixelmator / Adobe Photoshop
- Digital & Print Media
- Merchandise Design
- Social Media Graphics
- Video Editing (Final Cut Pro X)
- Videographer (Music Video, Business Marketing, Social Media Reel)
- Web Design (Wix Creator Partner)
- Typography & Color Theory

Experience

Graphic Designer/Videographer

BrandeWine Entertainment | 23 Years

- Designed web & branding materials, including logos, business cards, and promotional assets.
- Created visually appealing graphics for social media, album covers, and event promotions.
- Developed custom obituary designs with a modern and personalized touch.
- Collaborated with clients to bring their vision to life through unique and creative design concepts.
- Film/Edit Videos for the purpose of marketing a business, music video, short film, or short film music video.

Martin Memorial Temple CME Church | 2023 - Present

- Livestream Production/Audio | Live Graphic Designer | OBS and Facebook Live Production | Troubleshooting Network and Technical Issues

Graphic Designer

City of Memphis | Communications Executive, and Lead Graphic Designer for Memphis Parks | March 2022- Present

- Produced engaging marketing materials, flyers, and digital content for Communications and Memphis Parks.
- Managed multiple projects while ensuring high-quality and timely delivery.

Education

March, 2025	Digital Marketing & E-Commerce - Certification <i>Social Media Marketing, Marketing Funnel, Social Listening</i>
January, 2006 - July 2010	Houston Community College—Houston, TX <i>Music Business Certification</i>
August, 2003 - May 2013	Texas Southern University—Houston, TX <i>Entertainment and The Recording Industry, Business Communication Specialty, B.A.</i>
August, 1999 - May, 2003	Hamilton High School –Memphis, TN <i>Honors Diploma</i>
July 8 - August 11, 2001	Philips Exeter Academy—Exeter, NH <i>Communication/Media and Dance</i>

Certifications

United States Twirling Association

- Baton Coach Certification (96%) | October 2006

Apple Teacher

- Swift Playgrounds, Product Knowledge: iMac/MacBook Pro, App Knowledge: Final Cut Pro X, Logic Pro X | June 2017

Google

- Foundations of Digital Marketing and E-commerce | March 2025
- Attract and Engage Customers with Digital Marketing | April 2025

Codio

- Cloud Computing Primer: Software as a Service (SaaS) | November 2025

GRAMMY GO

- Foundations of Music Promotion & Branding (Grammy Go) | November 2025

Berklee

- Copyright Law in the Music Business | October 2025

Duke University

- Copyright for Educators & Librarians | October 2025
- Financing for Impact Entrepreneurs | October 2025

SkillShare

- Cinematography & Videography Guide: Shot & Expert Tips | October 2025
- How to Make a Movie Pitch Deck to Finance Your Film Idea | October 2025
- Film Documentary: Write, Film, and Edit a Short Documentary | October 2025
- The 10-Second Filmmaker: Storytelling 10 seconds at a Time | October 2025
- Figma UI/UX Design Essentials Pt. 1 : Tools & Foundations | October 2025
- Create and Finance a Short Documentary Film | October 2025

Coursera

- Small Business Marketing Using YouTube | October 2025
- YouTube Productions: Video Fundamental | September 2025

Portfolio

View City of Memphis work at:

<https://drive.google.com/drive/folders/1-3AJvuQGkPP-C7ebW3lLenCqzETnvZ-1>

View Videography:

https://youtube.com/playlist?list=PLiwxmqHgDL3Tr_oIoOLhazefm3Faz8mbj&si=swElBcL2E7wIbWnh