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## Brittany Trayah

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### EDUCATION

Sage College of Albany  
Albany, New York  
Bachelor of Fine Arts  
Graphic + Media Design  
Class of 2018

### PROFICIENCY

Adobe InDesign  
Adobe Illustrator  
Adobe Photoshop  
Adobe AfterEffects  
Editorial Photography  
Portrait Photography  
Wix Platform

### PERSONAL SKILLS

Detail-oriented  
Team player  
Proven effective leadership  
Highly organized  
Time management

### AWARDS

Silver Addy Award for  
Magic and Manifest  
Packaging Design  
Capital Region Advertising  
Federation, 2020

Gold Addy Award for  
Abandonment Issues  
The Albany Ad Club, 2018

Silver Addy Award for  
Mohawk Logo Animation  
The Albany Ad Club, 2018

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Multi-disciplinary designer with strong interest in print and packaging design; marketing for women; and designing for the beauty, luxury and lifestyle industries.

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### EXPERIENCE

#### **Creative Coordinator, Mirbeau Inn & Spa | Saratoga Springs, New York ( Aug 2020 - Dec 2020 )**

Designed all print, digital and email marketing collateral for all 4 Mirbeau properties  
Curated, managed and posted daily to Mirbeau's 4 social media profiles  
Write copy for email and social media marketing  
Redesigned the Mirbeau website using the Wix platform  
Designed various packaging for Mirbeau's exclusive beauty and wellness product line  
Concepted, planned and art directed a 2-minute video advertisement  
Staged and photographed several on-property photoshoots  
Edited images for social media and website use, curating a consistent and on-brand aesthetic

#### **Freelance Graphic Designer ( Jan 2018 - Present )**

Designed multiple identities and subsequent branding for various lifestyle and wellness entities  
Designed multiple labels and packaging design for candles, lotions, luxury and boutique food brands  
Designed various print and marketing materials for town tourism, wedding brands, luxury banking, and others  
Designed over 10 websites using the Wix platform for various political and government, lifestyle, and individual clients

#### **Lead Layout Designer, New York Republican Assembly | Albany, New York ( July 2018 - Aug 2020 )**

Initiated, redesigned and implemented the Executive Budget Analysis  
Assisted in social media management and advertising  
Designed political mailers and other print materials  
Designed digital and Facebook advertisements  
Designed motion graphics and animations for video advertisements