



Brandon Richards

p: 865.266.9115 e: brandon@brandonrichards.com w: www.brandonrichards.com

Professional Summary

Purpose-driven leader with 30 years of combined experience in digital strategy, creative direction, and human recovery work. Currently serving as a Peer Navigator with Ballad Health's PEERhelp program, helping individuals move from survival to transformation through identity restoration, connection, and practical recovery tools. Known for bridging design, communication, and lived experience to build systems that restore dignity and create forward movement.

Professional Experience

Peer Navigator — Ballad Health PEERhelp

Nov 2024 – Present

- Facilitate one-on-one and group sessions focused on recovery, identity, and transformation.
 - Developed and implemented the *Momentum Foundations* curriculum, integrating neuroscience, faith-based principles, and behavior change strategies.
 - Collaborate with clinical teams and community partners to create accessible recovery pathways and reduce relapse risk.
 - Support participants through individualized recovery plans emphasizing ownership, discipline, and renewed purpose.
 - Lead outreach and group facilitation across hospitals, jails, and community programs.
-

Web Director — Cumberland Marketing

Jan 2023 – Jul 2024

- Directed creative and technical teams, aligning digital strategy with authentic storytelling and organizational values.

- Strengthened collaboration across departments to ensure projects reflected both clarity of message and integrity of design.
 - Streamlined processes to improve project delivery while maintaining human-centered communication and measurable results.
-

Creative Director / Designer – Farmaceutical Partners

Apr 2019 – Apr 2020

- Led creative development of premium product lines, building trust through design that communicated authenticity and transparency.
 - Designed cohesive brand systems across packaging, print, and digital media to maintain consistent identity and messaging.
 - Learned the discipline of translating values into visuals—a foundation later applied to faith-based and recovery materials.
-

Chief Creative / Owner – Wornjacket Studio

Dec 2003 – Present

- Founded and managed a creative studio focused on branding, web architecture, and content strategy for national and global clients.
 - Built web ecosystems that blended usability, emotional connection, and purpose-driven storytelling.
 - Combined technical precision with a restorative design philosophy that continues to influence current work in recovery communication.
-

Team Lead – Ntara

Jul 2004 – Sep 2006

- Managed large-scale web projects across healthcare, manufacturing, and technology sectors.
 - Implemented development workflows that improved efficiency and accountability—skills now reflected in program coordination and peer work.
 - Gained early insight into systems thinking and leadership structure, later shaping an approach that values both excellence and empathy.
-

Web Designer & Developer — Benny Hinn Ministries

Sep 2006 – Apr 2008

- Rebuilt and modernized the ministry’s digital platform to expand global reach and improve user engagement.
 - Early exposure to faith-based leadership and communication, helping form the foundation for later ministry and recovery work.
-

Education

East Tennessee State University — Coursework in Computer Science & Digital Media

Sullivan East High School — Advanced Placement General Studies

Core Skills

- Peer Navigation
 - Recovery Program Development
 - Curriculum Design
 - Digital Strategy
 - Creative Direction
 - Web Architecture
 - Brand Identity Systems
 - Team Development
-

Recent Impact

Creator of *Momentum* — a transformation-based recovery framework designed to help individuals move from survival to purpose through identity, embodiment, and practical change. The program integrates neuroscience, faith, and lived experience into a structured pathway for personal growth. *Momentum Foundations* is the first phase of the series, currently being shared and discussed within recovery and peer-support environments for future implementation.