

BRANDON RICHARDS

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Innovative Web Director with 30 years in digital design, web development, and cross-functional team management. Proven expertise in branding, usability, and application development with a commitment to exceeding standards. Skilled at driving project success through strategic leadership, digital marketing, and results-oriented solutions.

CORE SKILLS

Digital Strategy: Branding, SEO, eCommerce, Content Strategy

Web Development: L.A.M.P. Stack, CSS/SCSS, Responsive Design

Platforms: WordPress, CraftCMS, Expression Engine, Kentico

Leadership: Team Building, Project Management, Client Relations

PROFESSIONAL EXPERIENCE

○ **Web Director at Cumberland Marketing**

JAN 2023 TO JUL 2024

- Led the web design and development team, streamlining processes to improve project delivery speed and quality.
- Spearheaded strategic client meetings and crafted digital strategies, enhancing project alignment with organizational goals.
- Standardized hosting, design, and development protocols, ensuring consistency and quality across all client web assets.

○ **Chief Creative at Wornjacket**

DEC 2003 TO PRESENT

- Established and managed a full-service design studio specializing in branding, web design, and digital marketing.
- Directed all phases of client web projects, from initial strategy through execution, for global and national brands.
- Implemented custom CMS architectures, improving user experience and optimizing back-end workflows for clients.

○ **Creative Director / Designer at Pharmaceutical Partners**

APR 2019 TO APR 2020

- Designed and launched global brand identities for premium CBD product lines, driving brand awareness and market reach.
- Managed packaging, tradeshow materials, and eCommerce site development, achieving brand consistency across channels.
- Led the creative direction for emerging brands, staying ahead of market trends and consumer preferences

○ **Team Lead at ntara**

JUL 2004 TO SEP 2006

- Managed 30+ high-budget web projects for clients across healthcare, manufacturing, and tech sectors.
- Reduced project turnaround times by 25% by implementing new development processes and team workflows.
- Developed and maintained partnerships, expanding the client base and generating significant new revenue opportunities.

EARLY CAREER EXPERIENCE

○ **Web Designer & Developer at Benny Hinn Ministries**

SEP 2006 TO APR 2008

- Modernized ministry's web presence to enhance engagement, promoting brand consistency across platforms.

○ **Sr. Web Designer & Developer at Church Media Group**

APR 2008 TO DEC 2008

- Created web assets for high-profile clients, aligning with strategic marketing goals for increased reach.

○ **Web Manager at The Wire Company**

2001 to 2003

- Oversaw design, development, and hosting for clients; maintained Redhat servers for reliable web performance.

EDUCATION

- East Tennessee State University — Coursework in Computer Science, Digital Media
- Sullivan East High School — Advanced Placement General Studies

PORTFOLIO

- Available at www.brandonrichards.com