

DOMINIC BROMLEY

ATLANTA, GEORGIA

Solid success directing and implementing a broad range of revenue-generating design projects, from conception to launch. Readily translate business requirements into effective advertising campaigns. Partner cross-functionally to build consensus and ensure projects meet all milestones, deadlines, and budget requirements. Intuitively adapt to new technology and innovative processes while ensuring compliance with corporate standards.

EDUCATION

BACHELOR OF FINE ARTS

Florida Southern College 2014

CREATIVE SERVICES INTERN

Publix Super Markets 2013

SKILLS

APPLICATIONS

Adobe Photoshop	★★★★★
Adobe Illustrator	★★★★★
Adobe Indesign	★★★★★
Adobe XD	★★★★★
Adobe After Effects	★★★★☆
Adobe Premiere Pro	★★★★☆
Figma	★★★★★
Flowlab	★★★☆☆
Office 365	★★★★★
Mac OS	★★★★★
Windows OS	★★★★★

AWARDS

DRUM AWARDS

Best B2C Campaign 2021 Finalist

OMMA AWARDS

Best SEO Campaign 2020 Winner

CONTACT

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PORTFOLIO

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SENIOR GRAPHIC DESIGNER

2021-PRESENT

NP Digital | Atlanta, GA (Remote)

- Execute creative ideation and development for robust integrated creative campaigns for enterprise-level clients involving budgets up to \$2,000,000.
- Continually achieve higher conversion and retention rates using best practices for user experience, brand identity, ADA compliance, and search engine optimization.
- Strengthen brand awareness across all marketing mediums by creating uniformity in collateral utilized globally to 700+ employees.
- Deliver guidance and quality control for the design team with proactive communication in an agile structure.
- Spearheaded the UX, video production, and game design teams that launched new service offerings.

Key Achievement: Increased app store conversions by leveraging competitive analysis and design recommendations; effected up to 141% search conversion rate increase in less than six months.

ART DIRECTOR

2017-2021

Swim Digital Group | Tampa, FL

- Oversaw the ideation and execution of large-scale design solutions for higher education institutions throughout the sales funnel.
- Supervised multi-functional project teams of 10+ to develop effective creative campaign from prospective students to graduates and alumni.
- Significantly expanded online presence by leveraging talent for market trend analysis and contemporary design; effected up to 16% enrollment increase in crucial channels in less than twelve months for Broward College.
- Implemented global rebrand that drastically increased lead generation, brand awareness, and conversion of nearly \$1M in revenue.

Key Achievement: Designed, implemented, and conducted a virtual graduation platform that recognized over 50,000 students and their loved ones.

GRAPHIC DESIGNER

2015-2017

National Aviation Academy | Clearwater, FL

- Translated complex technical information into accessible adult learning solutions that emphasized brand continuity across channels.
- Directed photographers, illustrators, and production staff to ensure proper production of campaign elements.

GRAPHIC DESIGNER

2010-PRESENT

Freelance | Remote

- Develop and render creative and brand strategies for a wide range of clients from small businesses to global brands including Delta Air Lines.