

BRIANA ROMANCIER

CREATIVE DIRECTOR & BRAND DEVELOPMENT CONSULTANT

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LOCATION: Portland, Oregon

Hello! I'm Bri, a Creative Director with over a decade in the industry, armed with experience on both in-house marketing teams and full-service advertising agencies. I have experience working on branding and development, creating immersive campaigns, building integrated websites, crafting content and calendar systems, developing brand strategies, marketing plans and briefs and of course designing print, digital and environmental collateral for every user touch point or promotion we identify along the way. In my spare time, you can find me trying to keep my plants alive, on a mission to find the best spicy margarita in Portland, pretending I'm an interior decorator or watching reality television on repeat. I am looking to make connections, bring brands to life, create projects I'm proud of and bring creative insights to your industry. So don't be shy. Let's get in touch!

Specialties

BRANDING: Research and Identity Development

COLLABORATION: Synergy Across Departments

EFFICIENCY: Highly Organized Work Process

STRATEGY: Long-term Development Plans

ART DIRECTION: Photo/Video Styling & Planning

MARKET TRENDS: Identify & Utilize Opportunities

DIGITAL DESIGN: Website, Email & Social Strategy

PROJECT MANAGEMENT: Planning & Coordination

References

SUSAN WELLS

Nestucca Ridge Family of Companies
Former Senior Communications Manager & Co-worker
SusanEWells3@gmail.com | 516.848.9781

JIM PRINZING

Nestucca Ridge Family of Companies
Former CEO and Mentor
Jim.Prinzing@gmail.com | 208.571.0357

ANRI SUGITANI

Coates Kokes
Account Manager and Former Co-worker
ASugitani@aol.com | 971.777.2248

Experience

OWNER & CREATIVE DIRECTOR // FOURTH WALL CREATIVE

Brand Development Consultant | Portland, OR | 2022-current

Collaborate with clients, agencies, and brands directly to review, guide and lead the creative direction and provide insight and build systems to help maintain, build or launch their business. I use my 10 years of industry experience working with agencies, in-house and consulting positions to be able to meet my clients where they are and provide creative services including branding, digital design, collateral design, packaging development, brand strategy and of course overarching creative direction by the hour, package or retainer. I continuously act as their internal Brand Consultant and Creative Director to help systemize their work and optimize their promotion, communication strategy, partnership relations, and design systems along the way so they feel confident and focused running their business.

NESTUCCA RIDGE FAMILY OF COMPANIES // COASTAL COLLECTION OF HOSPITALITY BUSINESSES INCLUDING: PELICAN BREWING COMPANY, HEADLANDS COASTAL LODGE & SPA, INN AT CAPE KIWANDA, HART'S CAMP, OPEN NEST VACATION RENTALS, STIMULUS COFFEE + BAKERY, CAPE KIWANDA RV PARK & MARKETPLACE

Senior Brand Manager | Remote in Portland, OR | 2019-2022

Responsible for designing, directing, and growing the brand and marketing vision, assets and output across all of the 7 unique brands and properties within the Family of Companies. I hired, built and managed the internal marketing team and closely collaborated across operations and development teams to execute the overarching vision, and manage external vendor and partner relationships. I assisted the Senior Leadership Team with marketing strategies, brand and business direction, and was responsible for creating yearly marketing plans with detailed guest experience flows, pitches for new retail space, campaign directions, routine competitor and customer analysis, to help guide the creative direction.

COATES KOKES // ADVERTISING AND MARKETING AGENCY

Brand Manager & Graphic Designer | Portland, OR | 2015-2019

As I rose to the Brand Manager position, I combined my designer focus with my project management ability to lead the client relations and work output while creating directly and collaborating within the agency to produce their full scale of hospitality brand and promotion work, as it came. I regularly met and presented to the clients ownership and senior management teams to maintain connections, monitor progress and deliver fresh creative concepts. I provided art direction and insight during the planning process, then organized, coordinated and produced visual materials for these services. This often included branding development, creating packaging and labels, building vendor and partner relations, print and environmental pieces, and designing and producing websites, email and social digital assets to see our campaigns through from start to finish.

Skills & Education

PROGRAM KNOWLEDGE

Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Adobe Acrobat Pro, Wordpress, Squarespace, Shopify, Woocommerce, Campaign Monitor, Meta Creator Tools, HTML, CSS and Microsoft Office

PORTLAND STATE UNIVERSITY

B.A. Graphic Design and Marketing | 2011-2015

Study Focus: Communication Design, Branding, Print & Interactive Design, Editorial Design, Illustration, Typography, Advertising & Marketing | Overall GPA: 3.89

AWARDS & RECOGNITION

Vistage Emerging Leader member, PRSA Spotlight Award winner, Portland State Advertising and Design Alumni speaker, Jean Kendall Glazer Award Scholarship, Portland State University Dean's List, Be Honest Design Portfolio Exhibition presenter