



PHONE
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EMAIL
Graphics@brerudolph.com

Bre Rudolph

Short for
BREANDREA

Find Me Online

Portfolio

www.brerudolph.com

Linked-in

linkedin.com/in/brerudolph

Overview

Creative Director & Visual Storyteller with 10+ years' experience designing for digital, print, and live events. Skilled in developing innovative, brand-aligned visuals that drive engagement across social media, email, podcast, and event platforms. Adept at collaborating with marketing and editorial teams to deliver compelling, consistent, and impactful designs that resonate with diverse audiences.

Education

Bachelor of Arts in Graphic Design & Art Studio
University of Alabama at Birmingham | 2013

Masters of Art
Digital Communication Management
Emerson College
Boston, MA | Currently

Work Experience

VISUAL STORY TELLER | GRAPHIC DESIGNER

City of Birmingham Mayor's Office
– Office of Public Information
Birmingham, AL | 08/2019 – Present

Key Responsibilities:

- Spearheaded the rebranding of the City of Birmingham, leading a cross-functional team and vendor partners to modernize the city's visual identity across 23 departments.
- Integrated creative campaigns across print, digital, events, and public spaces, driving over 1M+ in social engagement and earning national recognition.
- Collaborated with senior leadership and external agencies to develop communication strategies.
- Oversaw creative production agency relationships, and campaign effectiveness reporting.
- Designed graphics for digital platforms, newsletters, social media, and large-scale events reaching thousands of participants.
- Created templates and guidelines ensuring consistency across 20+ departmental communications.
- Provided art direction and photo editing for campaigns commemorating cultural milestones.

Key Achievements:

- 2024 Alabama Media Group Awards – 1st Place in Creative Publishing: Recognized for the design and creative direction of the StrongHer book, a publication celebrating women's empowerment and community impact.
- StrongHer Social Campaign: Generated over 1 million impressions on social media, driving awareness and engagement for the city's initiatives.

PRINCIPAL | CREATIVE DIRECTOR

Bre Rudolph Designs
Birmingham, AL | 10/2014

Key Responsibilities:

- Led the creative vision for client design projects, including branding, marketing campaigns, and event materials, ensuring alignment with client goals and brand guidelines.
- Managed project budgets, timelines, and resources, optimizing profitability and ensuring timely delivery.
- Delivered branding, promotional, and event graphics for nonprofits, conferences, and outreach programs.
- Produced original visual concepts and mock-ups for client approval, revising designs through collaborative feedback.
- Managed multiple projects simultaneously with attention to deadlines, budgets, and brand standards.

Key Achievements:

- YWCA KidsKasino: Raised over \$200,000 for the YWCA Child Development Center through creative direction and event design.



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Skills

Strategic & Leadership:

Creative Direction • Cross-Department Collaboration • Campaign Development & Management • Event Branding

Project Management:

Budget Oversight • Vendor Coordination • Impact Reporting

Design & Technical:

Brand Development • Multimedia & Motion Graphics • Web Design: HTML/CSS, WordPress, Duda, Elementor • Social Media Management • SEO

DESIGN & AI TOOLS:

Adobe Creative Suite: InDesign, Photoshop, Illustrator • Figma, Sketch • ChatGPT • MidJourney • Adobe Firefly • Sora

PROJECT MANAGEMENT:

Asana • Trello • Hootsuite

Training

Momentum

Momentum Works
Birmingham, AL | Currently

Rising Starts

City of Birmingham
Birmingham, AL | Currently

Independent Contracts

Medgar & Myrlie Institute Rebranding

LRV Media Group | 09/2022

- Developed and executed a strategic rebranding plan to modernize the organization's image, increasing brand awareness and engagement.

Microsoft HBCU Experience Creative

The World Games | 07/2022

- Designed all printed materials for the HBCU Experience at the 2022 World Games, creating a cohesive visual identity for the event, including roof drop banners, 360 booths, and posters.

Birmingham Civil Rights Institute Sub-Branding

29th, 30th & 31st Anniversary Logo Design | 2020–2023

- Contributed to the sub-brand development for the Birmingham Civil Rights Institute's anniversary celebrations, representing the organization's rich history and milestones.

Awards & Recognition

Alabama Media Group Awards - FIRST PLACE WINNER

Book Publishing, 2024

Recognized for creative direction and design of StrongHer, a campaign celebrating resilient women.

Birmingham Times Front Page Feature

December 2023

Co-led design for the 60th Civil Rights Poster Series, a citywide commemoration.

Community Engagement

Birmingham Education Foundation:

Junior Board Member | 2023 – 2025

Mommy's Lounge Inspires:

Board Member | October 2021 – October 2023

Oasis Counseling for Women and Children:

Junior Board Member | 2016 – 2017