



Lydia Brunner

Web • Marketing • Graphics

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Core Competencies

- Website management
- Presentation design
- Graphic design
- Analytics
- SEO
- UX/UI
- Rebranding
- Project management
- Strategic planning
- Budget management
- Tradeshow management
- Email marketing
- A/B testing
- Social media marketing
- Videography
- Photography
- Printing

Program Skills

- Adobe Creative Suite
Illustrator, InDesign, Photoshop, Premiere Pro, Lightroom, and Bridge
- Microsoft Office Suite
Word, Excel, Powerpoint, and Teams
- Magento
- Wordpress
- Camtasia
- Figma
- Mailchimp
- Klaviyo
- Survey Monkey
- Nomad
- E-Synergy
- Macola CRM
- Smartsheet
- Wix
- Hootesuite
- Capturly heat mapping

Academic

- Kutztown University
BFA in Graphic Design and Advertising
2007-2011

Qualifications

A creative, results-oriented leader with more than 11 years of graphic design and digital marketing management expertise in the healthcare and pharmaceutical industries. Detail-oriented, data-driven team player with the ability to handle multiple projects on tight deadlines.

Professional Experience

IPG Health

Freelance • May 2024 to October 2024

Senior Presentation Designer

- Format, maintain, and clean client decks for major pharmaceutical companies including Johnson & Johnson and Pfizer.
- Enhance presentations with graphic elements, charts, diagrams, and animations to emphasize messaging and branding carried throughout the deck.
- Revamped existing branded materials to align with updated brand guidelines and visual elements.

Keeler

Malvern, PA • July 2012 to May 2023

Website Manager

- Oversaw two different e-commerce sites with more than 1,500 products listed and 24 student sub-sites. Performed daily updates of product descriptions, images, out-of-stock removal/addition, pricing, and more.
- Designed and launched all promotional landing and blog pages.
- Designed, developed, and launched three mini sites for products, education, and partnerships.
- Managed the company distributor portal containing all marketing and support documents for distributors.
- Facilitated web changes and continually improved end-user experience obtained through analytics and customer feedback surveys.
- Increased lead generation and tripled sales on a third-party sales website with continuous SEO improvement.
- Worked with product development team to redesign product user interface.
- Monthly website analytic reports to determine marketing strategy improvements and ROI on marketing efforts
- Managed social media channels, YouTube, Facebook, LinkedIn, and Instagram.
- Designed, managed leads, and analyzed click through rates for weekly promotional e-mails.
- Conducted A/B testing on promotional emails.

Senior Graphic Designer

- Led both an internal and a corporate merge rebranding campaign rollout to all marketing outlets.
- Responsible for the creation, content, editing, printing, and distribution of printed catalogs.
- Produced internal company directory, monthly TV slides, extension sheet, live .pdf forms, training award certificates, press releases, and other projects, as needed.
- Liaisoned with printers, vendors, industry magazine personnel, event-management companies, and tradeshow contractors.
- Orchestrated and designed print advertisements for industry journals and magazines, both domestic and international.
- Product photography.
- Managed and art directed the in-house and out-of-house marketing teams—for both print and web—to create visually appealing and impactful flyers, brochures, catalogs, tri-folds, postcards, website banners, e-mail signatures, advertisements, and home page graphics.
- Coordinated event logistics and managed multi-million dollar tradeshow budget for 14 national and international tradeshows annually, including the marketing, registration, set-up, travel, hotels, booth design, distributor training, receptions, and itineraries.
- Designed new product packaging, labeling, and inserts.
- Recorded, edited, and produced product instructional videos.