



LORI BRECHTEL

GRAPHIC DESIGN | WEBSITE DESIGN | COPYWRITING

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hello@brechtelcreativeservices.com

EDUCATION

University of Southern Mississippi
1985-1989
B.A. in Art (Graphic Design)

COMMUNITY INVOLVEMENT

Southern Miss Alumni Association, Board
Rosie's Community Garden, Board
St. Paul Catholic Church, Active Member
Catholic Charities, Volunteer

SKILLS

Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Other Adobe Creative Cloud Apps
iMovie
WordPress Divi Theme
Microsoft Word

STRENGTHS

Strong work ethic
Desire to learn new skills
Creative copywriting
Spelling and grammar
Photography
Concept development

INTERESTS

Traveling around Mississippi
Developing hipinthesipmedia.com
Walking and spending time outside

EXPERIENCE

BRECHTEL CREATIVE SERVICES // 2019-Present

OWNER

I work as a freelance designer, specializing in logo elements and website design. I pride myself on being able to rapidly fly between different types of creative client ideas, thus, the inspiration of my own logo design.

MISSISSIPPI MAGAZINE // 1996-2003 & 2007-2019

SPECIAL PROJECTS DIRECTOR, 2012-2019

In addition to seasonal and special projects, responsibilities included graphic design, social media management, website maintenance and content management, digital issue preparation, Wedding Register materials collection and page layout, Best of Mississippi survey compilation, frequent copywriting, occasional photography, and other duties as needed.

Highlights of accomplishments during this time:

- Designed branding elements and planned inaugural Mercantile Mississippi booth-style retail event, which was awarded a Hometown Hero award by Visit Jackson
- Researched and implemented the addition of digital subscriptions after 30 years of strictly print subscriptions
- Art direction of our annual Field Guide statewide, on-location, fashion photo shoots from 2014-2016
- Taught myself WordPress and designed a new company website in 2014, including implementation of online purchasing
- Implemented the mail-to-electronic transition of Wedding Register submissions and Best of Mississippi survey voting

GRAPHIC DESIGNER, 2007-2012

During this time I worked on a seasonal and part-time basis, laying out Wedding Register pages, assisting the art director and advertising art director as needed.

ART DIRECTOR, 1996-2003

I was responsible for the graphic design of the entire editorial content of the magazine, including frequent photography, assigning outside photographers when necessary, laying out pages and preparing them for press, and performing press checks at the printing facility in Senatobia.

MITCHAM STRATEGIC PARTNERS // 1994-1996

ART DIRECTOR

I was a graphic designer assigned to various projects in an ad agency setting. These assignments included logos, brochures, and print advertising.

THE GAGLIANO GROUP // 1991-1994

GRAPHIC DESIGNER

I created logos, brochures, book jackets, newspaper ads, and designed other various visuals for advertising agency clients.