



BRIANNA RIDINGER

CREATIVE MARKETING
DESIGNER

CONTACT

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📍 Nampa, ID 83687

🔗 Portfolio:
briannaridinger.com

SKILLS

DESIGN

Adobe Photoshop	● ● ● ● ●
Adobe Illustrator	● ● ● ● ●
Adobe InDesign	● ● ● ● ●
Adobe Lightroom	● ● ● ● ●
Adobe Acrobat	● ● ● ● ●

WEB & DIGITAL

WordPress	● ● ● ● ●
Figma	● ● ● ● ●
Google Ads	● ● ● ● ●
Email Marketing	● ● ● ● ●

MARKETING

Branding	● ● ● ● ●
Digital Advertising	● ● ● ● ●
Social Graphics	● ● ● ● ●
Print Production	● ● ● ● ●
Copywriting (Basic)	● ● ● ● ●

EDUCATION



B.A. Journalism

Minor: Women's & Gender
Studies
University of Idaho - Moscow, ID
2014-2017



B.A. Advertising

University of Idaho - Moscow, ID
2017-2018



Graphic Design

Vocational Diploma
Sessions College - Tempe, AZ
2018-2019

PROFILE SUMMARY

Designer with 5+ years of experience building brands, managing websites, producing digital and print campaigns, and supporting marketing initiatives from concept to execution. Experienced in creating cohesive visual identities that strengthen brand recognition across web, print, and digital platforms.

EXPERIENCE

● PRESENT-
JULY 2021

Graphic Designer & Website Content Manager

Athlos Academies - Headquarters | Boise, ID

- Managed & maintained the company website, improving user experience and content accuracy that supported enrollment & retention initiatives.
- Designed digital advertising, motion graphics, and branded marketing assets supporting enrollment and organizational initiatives.
- Created & executed email campaigns to support recruitment & retention.
- Designed & produced marketing materials for conventions/conferences including: backdrops, promotional items, Zoom backgrounds, handouts & flyers, business cards, etc.
- Developed branding kits and marketing materials for new school locations, ensuring consistency across digital & print.

● DEC 2022-
JULY 2021

Graphic Designer & Website Content Manager

Broly (previously Athlos Products & Services) | Boise, ID

- Managed website & app iconography to enhance user experience & streamline navigation.
- Led a successful rebrand, including a new logo & brand identity applied across digital & print.
- Designed brochures, postcards, and various print materials; managed print production to ensure quality & deadlines.
- Designed & produced marketing materials for conventions/conferences including: backdrops, promotional items, Zoom backgrounds, handouts & flyers, business cards, etc.
- Supported email campaigns and digital ads to increase brand visibility & customer engagement.

● JUNE 2021-
JUNE 2020

Creative Marketing Designer

Notched Timber Structures | Salt Lake City, UT

- Managed Google Ads, email campaigns, and website administration, improving site performance and lead generation.
- Created design assets for showroom and promotional materials (product tags, banners, signs, gallery portfolios, etc.)
- Designed apparel, handouts, and print ads for both internal and external audiences.
- Utilized Adobe InDesign & Photoshop to produce a 40-page catalog and promotional brochures.

TOOLS & TECHNOLOGIES



Brianna Ridinger
BR DESIGNS