



BRANDONCOTON

ART DIRECTOR / SENIOR GRAPHIC
DESIGNER / CONCEPT DEVELOPER

MAILME@BRANDONCOTON.COM

linkedin.com/in/brandoncoton

SPECIALTIES

Conceptual Development • Art Direction • Brand
Identity. Development & Collateral Design •
Promotional & Advertising Design (Print & Digital)
• Digital Imaging & Rendering • Cinematography
• Editorial / Product Photography • Digital
Illustration • Photo Retouching • HTML+CSS

ACCOLADES

Radio Ink Award Nominee 2011 & 2012

Best Radio Station Website (Markets 1-100)

Best Digital Portfolio 2010

Art Institute of Fort Lauderdale

American Advertising Federation NSAC District Award Winner 2010

State Farm Campaign - So...How's That Protection
Plan? 422 Advertising Group - Senior Art Director
Tampa, FL

American Advertising Federation (AAF) Addy Award Winner, 2009

Walt Disney Out of Home Advertising Campaign
"P.S., All-Year Round" Fort Lauderdale, FL

Graphic Design USA Publication 2009

Annual Showcase Poster Design "Pon The Edge"
2009 Annual Showcase Bill Board Walt Disney "P.S.,
All-Year-Round"

EDUCATION 2006-2010

The Art Institute of Fort Lauderdale, FL
Bachelor of Science Degree in Advertising Design
(Graphics)
Magnum Cum Laude Graduate June 2010



ART DIRECTOR OF INTERACTIVE DIGITAL PRODUCER 2011-2016

Serve as the creative liaison (digital / out-of-home
advertising & print advertising) for 3 market leading
Networks of the National Broadcasting Company
CBS

RESPONSIBILITIES Collaborate weekly with
Marketing Director, Director Of Sales, Programming
Directors to develop strong visuals and consistent
brand positioning strategies amongst competing
Networks within the Market. Deliver & Execute
strong principles of Art Direction on published
Promotional Materials. • Including Digital / Social
Media Promotions, Websites, Recording Artist
Interviews event branding (LED boards), and
digital/print Advertisements

Also, Manage 3 websites and social media
platforms for the 30 year old brand POWER
96.5 FM: Content development, digital design,
video interviews (directing and editing) • Supply
CBS Local Miami DISHNATION 1 minute video
commercial content daily.



LEAD CREATIVE 2010-2011

TV One TELEVISION NETWORK
FREQUENCY NEWS

Publication Develop and design detailed layouts
for Radio One properties: TV One, The Tom Joyner
Show, The Yolanda Adams Morning Show, Black
America Web via Promotional Advertising, Cover
Spreads, Editorial spreads and web ads.

Develop and design Web Advertisements, monthly
brand campaigns alterations for frequencynews.
com - using Adobe Softwares.