

Greg Brown

G.R. Brown Creative

Fairfax, CA 94930

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Dear Prospective Employer,

With many years of experience in the agency and design world, I'm excited to bring my diverse skills back to a creative team in the Bay Area. I specialize in art direction, design, copywriting, branding, and multimedia, and I'm passionate about creating impactful identities that resonate with audiences.

I have had the pleasure of working with some of San Francisco's leading agencies and collaborating with entrepreneurs on their product launches, from startups to established brands. I thrive in environments where I can tap into my intuitive ability to develop the right persona for a brand and create designs that speak to its core essence.

Whether it's leading creative direction, crafting compelling copy, or contributing to branding strategy, I am versatile and ready to make meaningful contributions in any capacity, whether freelance or full-time. I'm also known for my ability to collaborate and build strong relationships with teams, ensuring a positive and productive work environment.

Please find my resumé and sell sheet attached. You may also review my work on my website, www.grbrowncreative.com. I would love the opportunity to discuss how my skills can support your team's goals. I look forward to connecting soon.

Thank you for your time and consideration.

Sincerely,,

A handwritten signature in black ink, appearing to be 'GB' followed by a long horizontal flourish.

Greg Brown

I am available, part or full time, onsite or remotely, to transform your next promotional, collateral, packaging, branding or event theme design project, as a consultant or employee.

SKILLS

I bring 30+ years of experience in graphic design, branding, packaging design, message strategy, advertising concepts, and communications design. Expert in Adobe Creative Suite software. Also skilled in copywriting, illustration, photography, video editing and commercial voiceover. What I lack in the absence of a 4-year degree, I certainly compensate for with decades of proven experience.

WORK HISTORY

- **G.R. Brown Creative, Creative Services, Fairfax, CA, 2022-2025 - Branding Consultant**

Accomplishments: My current professional identity, and I have been servicing various industries including book publishing, retail dairy products and music clientele.

- **Young Man's Ultimate Weekend (ymuw.org), San Rafael, CA, 2023-2025 - Creative Director**

Accomplishments: This ongoing pro-bono volunteer position has entailed streamlining the graphic assets of ymuw.org, (rites-of-passage for teen boys organization), as well as doing rebranding, video editing, and message strategy.

- **Abalone Design Group, Kentfield, CA, 1990-2017 - Owner / Creative Director**

Accomplishments: Creative Director. Account Management, Graphic Design. Art Direction. Performed creative services as required by clientele. Managed a wide variety of vendors including substantial print brokerage services. Over 27 years, I guided Abalone Design Group to earn a reputation as a premier creative resource for businesses in the North Bay Area.

- **Hydrofarm, Inc., Petaluma, CA, 2011-2012 - Packaging Designer**

Accomplishments: This was intended to be a two month assignment that instead happily lasted almost a year. In the end I helped create and reformat package line identities and branding for numerous Hydrofarm product lines, in the horticultural and hydroponic technologies industry. Helped create new proofing standards as well as file management protocols.

- **Hayes Orlie Cundall Advertising, Sausalito, CA, 1997-2000 - Associate Creative Director**

Accomplishments: Managed accounts. Performed all levels of creative services, including art direction, copy writing, print management, freelance supervision. I landed and managed one of the agency's primary accounts.

- **Greg Brown Graphic Design, San Rafael, CA, 1979-1990 - Freelance Graphic Designer**

Accomplishments: I broke into the natural foods industry and did lots of package design, including cereal bags for Arrowhead Mills and Christmas card design for LucasFilms Ltd. I also freelanced on the Landor Ferryboat!

ADDITIONAL HISTORY

- **AirBnB & Country Retreat Host, Nevada City, CA, 2017-2022**

Accomplishments: In 2017 I took a break from my design career. I purchased a rural home with acreage and transformed it into a retreat center for family & friends, and an AirBnB rental unit, where I lived the life of a gentleman farmer and AirBnB Super-Host. The constant threat of fire drove me back to the Bay Area in 2022.

NOTEWORTHY CLIENTELE / Projects

Arrowhead Mills / Package design for line of retail natural puffed cereals
Bordenave's Bakery / Re-branding and wrapper design for retail french bread line
Boudin Bakery / Full page advertising campaign for SF Giants game programs and Disney outlets
Fillmore Street Jazz Festival / Event branding, posters, advertising and shirt design
Hussman Corp / Trade Show event branding, promotion, booth design
HydroFarm / Package design for extensive line of hydroponic products and components
Intel Corp / Recruitment brochure series design
J. Walter Thompson Advertising / Collateral design for Intel Corporation
Landor & Associates / Package design for Birdseye frozen vegetables
LeapFrog / Package design for children's games
LucasFilm Ltd. / Illustration and design for company Christmas card
Oceanic Dive Equipment / Re-branding and collateral design
O'Donnell Financial Group / Corporate Identity
Owens Corning / Package design for Cultured Stone building products
Sausalito Art Festival / Art direction, advertising design and event poster design
Sonoma-Marin 2002 Fair / Event branding, posters, advertising and shirt design
Stoli A La Carte in The Park / Event branding, posters, advertising and shirt design
Sun Microsystems / Annual event branding design
Union Street Art Festival / Event branding, posters, advertising and shirt design
Young Men's Ultimate Weekend / Logo design, collateral design, video editing

EDUCATION

35 Years experience as a designer, art director and creative director, but alas, **no degree**.

Foothill Jr. College, 1975-76, Art major

SF City College, 1977, Business emphasis

SF Academy of Art, 1987, Graphic Design

TRAINING

VoiceTrax, Sausalito, 1996, Voiceover

College of Marin, 1998, Web design

LearnIT Academy, 2008, Flash animation

REFERENCES

Larry Brucia, Focus Sales & Marketing

415-269-2548 - lbrucia@focussales.net

Mark Schillinger, YMUW.org

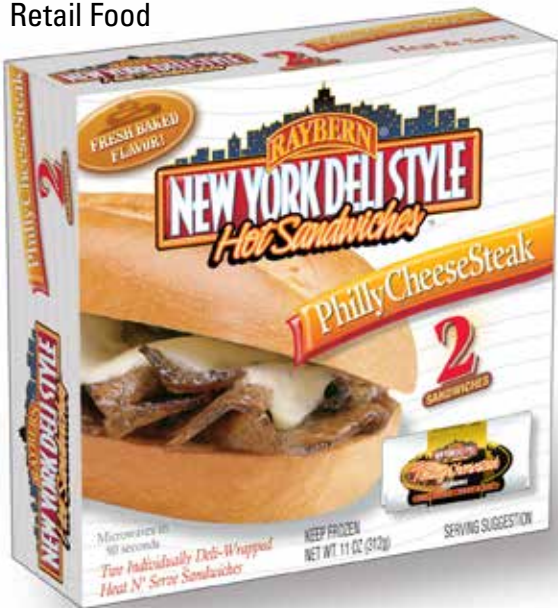
415-827-0969 - mark@markschillinger.com

Barry Murphy, Moinear Farmhouse Butter

415-307-7314 - bmurphy@farmhousebutter.com

Examples of branding support in a variety of industries

Retail Food



Electronics



Games



Cosmetics



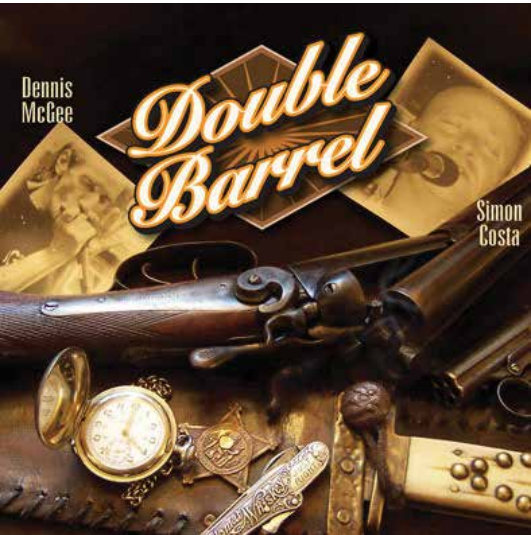
Non-profits



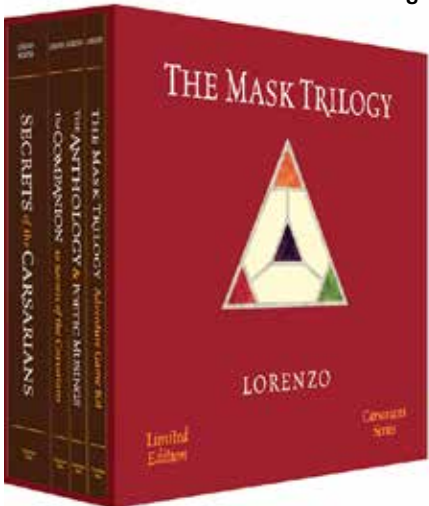
Natural Foods



Music



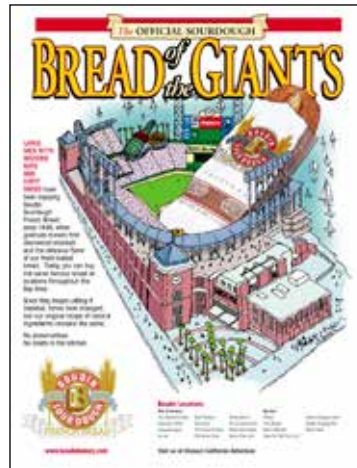
Publishing



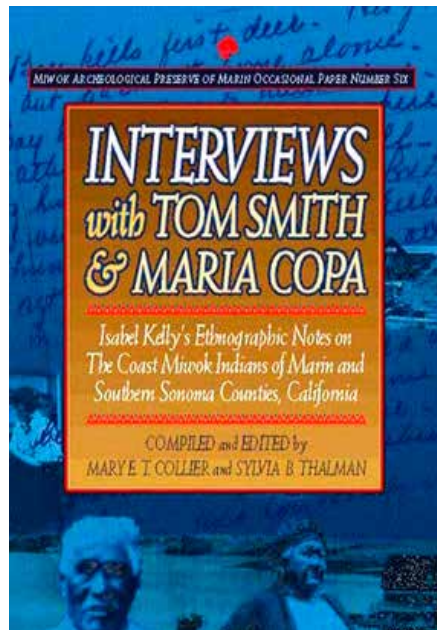
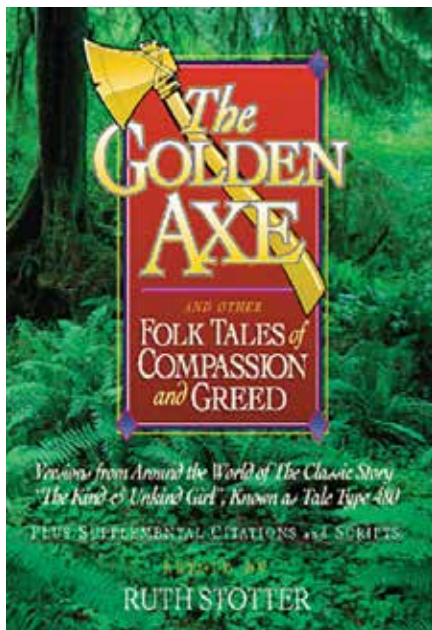
Examples of notable print projects

Ad Campaigns

Collateral



Publishing / Book Covers



Trade show ID & materials

