

Timothy Brill Wilmington, NC

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See a more detailed resume on my LinkedIn profile: <https://www.linkedin.com/in/timothybrill/>

## Professional Summary

Creative visionary with a passion for shaping bold, unforgettable brand experiences. As an Art Director, I thrive at the intersection of strategy and design, transforming abstract ideas into visually compelling narratives that captivate audiences. With a background spanning branding, digital storytelling, and multi-platform campaign execution, I lead teams in crafting high-impact visuals that don't just meet expectations—they redefine them. Adept at balancing big-picture vision with hands-on execution, I bring a dynamic approach to art direction, team leadership, and innovative design solutions that push creative boundaries while maintaining brand integrity.

## Professional Experience

### Multimedia Design and Development Coordinator

Trillium Health Resources – Wilmington, NC

February 2020 – Present

- Conceptualize and design multimedia materials, including event flyers, promotional videos, banners, and interactive content, ensuring alignment with brand standards.
- Oversee branding consistency across the Moodle-based Totara LMS platform and other instructional technologies, leveraging HTML, CSS, and SCORM.
- Implement creative strategies for training materials, supporting scalability and flexibility to meet organizational goals.
- Collaborate with internal stakeholders to enhance user engagement and system functionality.

### Digital Communications Specialist

Trillium Health Resources – Wilmington, NC

January 2018 – January 2020

- Designed and produced visually compelling brochures, annual reports, and videos to elevate the organization's public image and stakeholder communication.
- Developed and executed email marketing campaigns, maintaining branding adherence and improving audience reach.
- Contributed to the redesign and maintenance of the company website and SharePoint systems, ensuring a user-friendly experience.
- Managed graphic design projects, ensuring timely delivery and adherence to brand guidelines.

## Creative Director/Owner

Brill Branding/Brill Creative Group – Wilmington, NC  
November 2008 – January 2018

- Directed all aspects of creative development, including branding, market research, and multimedia production, resulting in successful brand launches.
- Designed and executed cross-platform campaigns, integrating web design, social media, and email marketing strategies.
- Built and led creative teams, mentoring talent and ensuring project goals were met with high-quality standards.
- Managed client relationships, delivering tailored solutions to meet unique branding needs.

## Director of Brand and Art Development

Port City Java – Wilmington, NC  
January 2007 – November 2008

- Developed comprehensive brand strategies that strengthened market positioning and franchisee alignment.
- Led creative projects, including product launches, promotional events, and marketing campaigns, driving increased brand visibility.
- Established and maintained brand guidelines to ensure consistency across all touchpoints.

## Graphic/Web Designer

Sage Island – Wilmington, NC  
November 2008 – June 2009

- Designed intuitive and aesthetically pleasing websites, collaborating with teams to deliver client-focused solutions.
- Conducted user research to enhance website functionality and user experience.
- Delivered high-quality designs within tight deadlines, ensuring alignment with client objectives.

## Creative Director

Empire iTech/Oxclove Workshop – Kingston, NY  
April 2005 – November 2007

- Managed a team of designers and developers, ensuring alignment with project goals and creative vision.
- Spearheaded website design and branding initiatives, driving user engagement and brand recognition.
- Conducted market analysis and implemented innovative design strategies to stay ahead of industry trends.

### **Core Competencies**

- Creative Direction & Brand Strategy
- Visual Storytelling & Concept Development
- Campaign Development & Execution
- Team Leadership & Mentorship
- Typography, Illustration, and Layout Design
- Art Direction for Digital & Print Media
- Video & Motion Graphics Production
- User-Centered Design & Brand Experience

### **Application Proficiencies**

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe Premiere Pro
- Camtasia
- Figma
- WordPress
- HTML & CSS
- Google Analytics
- MailChimp
- Constant Contact
- HubSpot
- Microsoft Teams
- DALL-E
- Runway
- ChatGPT
- Moodle
- Totara
- Adobe Creative Cloud Libraries
- SmartSheet
- Microsoft 365 Apps
- PowerPoint/Keynote
- WebEx/Zoom

### **Education**

Bachelors of Art and Science  
SUNY New Paltz – New Paltz, NY

### **Awards & Recognition**

- [Certified Agile Leadership, Six Sigma Global Institute, 2023](#)
- Inbound Certification, Hubspot, 2016
- Top Design Firm Award Winner, Clutch, 2015, 2016

### **Portfolio**

Visit <http://brillbranding.com> for a comprehensive showcase of my creative projects, including branding campaigns, multimedia designs, and digital experiences.