



# OLIVIA DIONNE FINLEY

## BRANDING STRATEGIST & DESIGNER

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### Area of Expertise

- Graphic Design
- Branding Strategy
- Visual Identity Design
- Web Design
- Content Development
- Creative Direction

### Profile

Intuitive brand strategist and graphic designer with over eight years of experience in the marketing/creative space. Believes that uncovering the intention and the “why” behind every project is the key to actively engaging and connecting with audiences. An adaptable proactive learner who welcomes creative challenges with excitement and an open mind.

### Education

- B.S. Business Marketing
- Digital Art: Multimedia Minor
- University of Oregon
- Eugene, OR

### Experience

#### BRANDING STRATEGIST & VISUAL IDENTITY/WEB DESIGNER

*Natura Creative | Gresham, OR | January 2018 - Current*

- Founded Natura Creative, a branding studio to help those in the holistic health and wellness space feel confident in their brand and connect fully with their aligned client
- Facilitates collaborative brand strategy sessions to identify and define market positioning and the heart of a brand
- Educates clients to help them understand branding best practices, the importance of intentional decision-making in the creative process, how to actively practice their brand, and Canva/web editing basics so they are confident using these tools on their own
- Conducts competitive and client analysis using guerrilla research
- Guides clients to discover their “why” to strengthen their brand
- Strategically crafts mindful brand stories, responsive websites, and cohesive visual identity systems

#### FREELANCE DIGITAL MARKETER & GRAPHIC DESIGNER

*Varies | Portland, OR | December 2018 - April 2020*

- Joined Visiting Media during Q1 2019 to up-level their digital reach through social media and blog posts
- Communicated with corporate event professionals and party planners to coordinate and design client photo booth templates for Stumptown Booth
- Worked closely with OPAS Package Forwarding to relaunch their website and brand story while redirecting their target audience from international consumers to the business sector
  - Increased social media traffic to OPAS.com by 2,178% (8,726 users vs. 383 in the previous quarter) using global Facebook ads and organic content

### Key Skills

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Brand Strategy
- Print Design
- Design Principles
- Web Design
- CSS/HTML
- WordPress
- Squarespace
- Client Management
- Illustration
- Procreate
- Digital Photography
- Photo Editing
- Premiere Pro
- Mailchimp/Flodesk
- Social Media Design
- Paid Ad Design
- Dubsado
- Microsoft Office
- Google Suite
- Mac & Windows OS