

HILARY BRAUN

CONTACT

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EDUCATION

Massachusetts College of Art and Design
Boston, MA
BFA Graphic Design, May 2013
Graduated with Academic Honors

TECHNICAL SKILLS

Adobe InDesign, Illustrator, Photoshop,
AfterEffects, Lightroom, Acrobat
HTML and CSS
Illustration
Microsoft PowerPoint, Word
Keynote

EXPERIENCE

360PR+

Associate Creative Director | April 2023–Present

Art Director | March 2021–April 2023

Manage agency creative team of four, ensuring quality work across design, photography, animation and video. Partner with clients and agency partners to build consensus and ensure projects meet all milestones, deadlines, and budget requirements.

- Devised the Nasoya ‘Tofu for Life’ campaign that yielded 750k total engagements, 30x times the industry average for Facebook and Instagram. Click through rates exceeded 2x the industry average on Instagram and 3x higher on Facebook.
- Launched sister agency brand Three Cheers PR, creating and implementing brand standards across print and digital applications.
- Re-established social channels for Bite Away, driving 50k clicks to key purchasing partner sites and generating 5 million engagements for Facebook and 1 million engagements for Instagram.

Clients: Gerber, Houghton Mifflin Harcourt, Juicy Juice, Nasoya, Netflix, Sterno

FleishmanHillard

Art Director | August 2020–March 2021

Senior Graphic Designer | February 2018–August 2020

Worked with clients to identify creative challenges. Executed solution-oriented concepts through design, video and animation campaigns. Shaped a design team within the content studio and fostered creative development.

Clients: Bose, Duke Energy, GE Foundation, Norwegian Seafood Council, Philips, SAP

NIC+ZOE

Graphic Designer | September 2017–February 2018

Led creative direction for a national clothing brand. Collaborated with team to create a consistent brand experience at every touchpoint (e-commerce, lookbook, social media, in-store, marketing collateral, and display advertising).

Weber Shandwick

Designer | February 2017–September 2017

Associate Designer | July 2015–February 2017

Junior Designer | October 2013–July 2015

Directed creative for client photoshoots, including development of brief and mood boards, on-set direction with photographer and stylists, and managing post-production of video and photo. Created social content and visual identities for clients’ multi-platform campaigns.

Clients: Harvard Business School, Ocean Spray, L.L. Bean, Maine Lobster, San Pellegrino

Boston magazine

Freelance | July 2013–September 2013

Collective Next

Freelance | July 2013–August 2013