

REBECCA BRUNING



BECKYBRUNING.COM

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CREATIVE DIRECTION

BRANDING

TEAM LEADERSHIP

OMNICHANNEL CAMPAIGNS

ART DIRECTION

PACKAGING

VISUAL IDENTITY DESIGN

PHOTOSHOOT PRODUCTION

INFLUENCER MARKETING & PR GIFTING

Creative Director with 10+ years in marketing, design and art direction, including 8 years leading high-performing teams. Expert in building bold, strategic brands through packaging, visual identity and omnichannel campaigns that drive growth across retail, DTC and digital platforms.

EXPERIENCE

ADVOCARE

Associate Creative Director

Apr 2023 – Present

Owens creative direction for Spark®, rebranding the product from the ground up with a new logo, packaging, brand guidelines, website and launch campaigns, including all creative for its retail debut at Target. Drives creative for AdvoCare's full product portfolio, shaping brand strategy, packaging and campaigns across DTC, retail and marketplace channels.

Manages a multi-disciplinary in-house team fostering a strong creative culture and high-level output. Builds and evolves creative processes to increase efficiency, maintain brand consistency and support seamless collaboration across cross-functional teams.

Produces and art directs brand photoshoots, concepts and creates influencer and PR programs with premium unboxing experiences, trend-right merchandise gifting and engaging brand activations and events. Oversees vendor partnerships to deliver best-in-class creative under lean budgets without sacrificing quality.

Senior Art Director

Feb 2021 - Apr 2023

Drove creative for product launches and seasonal campaigns across packaging, digital and retail. Developed visual identities that strengthened brand equity and portfolio cohesion and art directed content for e-commerce, email and social to deliver consistent, high-impact campaigns.

Focused on building team strength by mentoring designers, refining processes and raising the creative bar to deliver work that performs across all channels.

DEZINE NEWS

Manager, Graphic Design & Art Direction

May 2017 - Feb 2021

Rebranded DNA and built the creative department from the ground up to support large-scale retail partnerships. Directed all creative output including packaging, sales materials, line sheets, merchandise concepts and trend research.

Mentored the design team and implemented workflows that improved efficiency and collaboration across sales and product teams. Oversaw the in-house photo studio, elevated presentations through custom product renderings and supported product development team by illustrating patterns and motifs informed by seasonal trends.

Served as creative lead for the Create & Cultivate DTC accessories line, transitioning the brand identity into website and packaging while guiding launch and marketing campaigns.

PIER 1 IMPORTS

Senior Graphic Designer & Art Director

Jan 2016 - May 2017

Concepted and designed seasonal and promotional brand campaigns for Pier 1 Imports, shaping cohesive creative concepts that translated across all customer touchpoints, from in-store and catalog to broadcast, digital and direct mail. Ensured campaigns upheld the brand's aesthetic and delivered a consistent, omnichannel customer experience.

Partnered with brand, digital and copywriting teams to drive strategy and maintain market relevance, while collaborating with production and pre-press to ensure flawless execution in print and retail environments. Art directed photography to align visuals with the brand narrative and elevate seasonal storytelling.

JCPENNEY

Art Director - Visual Display

Oct 2014 - Jan 2016

Directed creative for in-store visual presentation at JCPenney, building cohesive brand experiences across fixtures, signage and displays to deliver an impactful customer journey through retail stores. Led visual merchandising and marketing teams through major launches while managing budgets, timelines, and cross-functional alignment.

Oversaw programs end-to-end from competitive research and trend analysis to photography art direction, production and 3D display engineering, ensuring every execution upheld the brand vision and maintained consistency across national rollouts.

BRANDS & PARTNERSHIPS

Collaborated on campaigns and creative initiatives for:

WALMART

TARGET

NORDSTROM

NEIMAN MARCUS

DILLARD'S

NIKE

SEPHORA

LEVI'S

MAGNOLIA HOMES

TJ MAXX

JCPENNEY

PIER 1 IMPORTS

CREATE & CULTIVATE

ADVOCARE

SPARK ENERGY + FOCUS

CLAIRE'S

CHARMING CHARLIE

DSW

CIRQUE DU SOLEIL

EDUCATION

BFA - VISUAL COMMUNICATIONS

Truman State University

2009 - 2014