

# brandi mitra

BRAND STRATEGIST

Detroit, MI

I specialize in brand development and customer relationship marketing — developing strategic approaches for those just starting out, as well as reinvigorating established brands. With each client, my goal is to find the sweet spot between strategy, function and beautiful design.

[brandi.mitra@gmail.com](mailto:brandi.mitra@gmail.com)

419.509.5179 mobile

## Experience

Founder & Lead Designer

### Mitra Design Studio

I specialize in crafting strong brands that reflect your unique personality — creating strategic design for every experience. Whether you're building a new business or trying to transform your image, I help build an authentic brand that resonates with your customers.

Because making your mark requires more than a logo.

US

Feb 2002 - Present

Digital Marketing Analyst

### MSGCU

Responsible for developing strategic brand objectives—using consumer (member) insight and data—to differentiate MSGCU in a saturated market. Built communications that supported corporate sales goals, while communicating our brand consistently and thoughtfully. Managed the direction and content of the MSGCU digital space, while creating a strategy for improving the member experience. Charged with bringing holistic experience design to the organization's marketing plans, across all mediums.

Troy, MI

Sep 2014 - Dec 2018

---

Sr. Art Director

Warren, MI  
Jan 2008 - Sep 2014

## Campbell Ewald

Client: US Navy

Developed and maintained an empowered, timeless brand for the U.S. Navy. Concepted and executed targeted recruiting materials—for influencers, officers, general enlisted, and medical professionals—based on goals established by the Navy Recruiting Command. Created impactful out-of-home and event marketing to raise STEM-student consideration. Led the charge to redesign [navy.com](http://navy.com)

---

Art Director

Southfield, MI  
Jun 2005 - Dec 2007

## Campbell Ewald

Clients: General Motors CRM, YRC Worldwide and National City; as well as AARP, Cord Blood Registry, Bombardier and Mr. Goodwrench

Responsible for understanding brand personality and target market and keep apprised of the each brand's current focus and client needs. Charged with creating and presenting highest level creative options with consideration given to budget restrictions and client demands. Worked with Account teams to ensure client design needs are met or exceeded.

---

Designer

Troy, MI  
Nov 2002 - May 2005

## Meridian Advertising

Clients: Kmart; as well as Becks, Pier One, Parisian, ShopKo, and the May Corporation

Responsible for concepting and comping special projects and new business proposals, as well as initial thumbnailing for weekly retail mailers. Produced seasonal trend reports distributed throughout the creative department. Helped cast and art direct photo shoots for JBXR and a large budget holiday ad. Worked closely with sister multicultural company, Alturas, to produce specialty campaigns for Hispanic and Urban markets.

## Education

Bachelor of Fine Arts

## Bowling Green State University

Bowling Green, OH

Sep 1997 - May 2001

Specialization: Graphic Design

Overall Grade Point Average: 3.9 (Summa Cum Laude)

## News

## Awards and Achievements

DMAD Target Award, Most Innovative — June 2012

Awarded in the Business and Consumer Services over \$500/M category for the Women in the Navy integrated campaign, including direct, digital, and social media.

DMAD Target Award, First Place — June 2012

Awarded in the Business and Consumer Services over \$500/M category for the Women in the Navy integrated campaign, including direct, digital, and social media.

Echo Award, Gold — October 2009

Awarded in the Business and Consumer Services category for the [NavyforMoms.com](http://NavyforMoms.com) integrated campaign, including all media: outdoor, print, broadcast, direct, digital, and social.

Effie Award, Silver — June 2009

Awarded in the Government, Institutional & Recruitment category for the [NavyforMoms.com](http://NavyforMoms.com) integrated campaign

---

brandi mitra

[brandi.mitra@gmail.com](mailto:brandi.mitra@gmail.com)

419.509.5179 mobile