Delaney Reynolds (she/her)

Communications

delaneydoes.work I dani.reynolds.business@gmail.com I 804-396-9872



Profile:

Passionate and skilled creative professional with over six years of experience, specializing in branding and conceptual campaigns. Experienced in graphic design, photography, videography, animation, social media, and web design. Able to work hands-on or manage through delegation.

Education:

BS Communications
2018 – 2021, Lee University

Summa Cum Laude
Minor in Graphic Design

Work Experience:

93 Octane I Art Director
11/2021 – 9/2026, Richmond, VA

Responsible for various tasks including campaign conceptualization, graphic design, branding, illustration, photography, videography, and web design. Worked with a combination of for-profit, non-profit, B2B, B2C, and local government clients.

+ Lead Art Director on Richmond Public Schools' Fuel Their Future campaign, a bilingual awareness campaign to advertise their free preschool program. The campaign worked so well that the program which previously had dozens of empty slots—now has a waiting list.
+ Lead Art Director on SlopePro Roofing's Love Your Roofer campaign, a collaboration with Richmond Animal Care and Control. Created video, social posts, merch, and more. The campaign resulted in 30 free adoptions, sponsored by SlopePro.
+ Lead Art Director and Web Designer for the rebranding of CEF Advisors. Created logo, brand collateral, and designed a new website that garnered over 10x the web traffic their old brand and website achieved.

The Alderman Group I Graphic Designer
04/2020 – 11/2021, Cleveland, TN

Interned and was subsequently hired as a graphic designer while still a full-time student at Lee University. Worked with a variety of clients, including NASA, United Way, and Vote Common Good.

+ Lead designer on the award-winning Save Space Camp campaign, where designs were featured on NPR, CNN, as well as the New York Times, and raised $3.2 million in less than two weeks, exceeding the initial goal of 1.5 million in 3.5 months.

Strengths:

Problem Solving
Creative thinking
Collaboration
Leadership
Communication

Skills:

Adobe Creative Suite
Figma
Wordpress