

# Omari Breakenridge

## Education

### **University of Florida, Gainesville, FL (Expected completion, Fall 2017)**

- Master of Arts - Mass Communications (Specialization in Web Design & Online Communication)

### **American InterContinental University, Weston, FL (2005)**

- Bachelor of Fine Arts - Visual Communications

### **Miami-Dade College, Miami, FL (2002)**

- Associate of Science - Graphic Design and Internet Technology

## Experience

### **Florida-Caribbean Cruise Association, Pembroke Pines, FL (February 2005 - Present)**

#### **Director of Communications and Design**

- Lead all creative projects and collaborations from inception to completion. Projects include annual reports, magazines, brochures, event signage, directories, promotional videos, presentations and web design.
- Manage e-mail subscriptions, membership database and design e-mails for marketing campaigns and weekly newsletters.
- Establish and maintain relationships with the media. Issue highly visible press releases for conferences, trade shows, gala awards, and charity events.

### **Upstairs Media, Pembroke Pines, FL (October 2004 - Present)**

#### **Principal/Creative Director**

- Provide strategic marketing, branding and design services for individuals and small businesses in the USA, the Caribbean and Latin America.
- Conceptualize and produce designs for promotions, advertorials, media kits, product launches and custom publishing projects.

### **Section One Design Studio, Miramar, FL (June 2002 - October 2004)**

#### **Graphic Designer**

- Create advertisements, brochures, business cards, signage, and menus.
- Development and maintenance of websites and banner ads.

## Professional Skills

### **Extensive knowledge in:**

- Windows and Macintosh operating systems
- Adobe: Photoshop, Illustrator, Acrobat, Dreamweaver, Premiere, and Indesign
- QuarkXpress, Microsoft Office, Filemaker Pro, Final Cut Pro, Wordpress

### **Fluent in:**

- CSS3, HTML5, wireframing and prototype mockups, search engine optimization, web analytic reporting, digital photography, print and pre-press production

## Professional Affiliations

- American Advertising Federation (AAF) Ft. Lauderdale Chapter
- American Institute of Graphic Arts (AIGA) Miami Chapter
- Interaction Design Association (IXDA) Miami Chapter

## Achievements & Awards

- Platinum Hermes Creative Awards
- Platinum & Gold Marketing Communications Awards (MarCom Awards)
- Gold Communicator Awards
- Silver Addy (American Advertising Federation)
- Apex Award for Publication Excellence
- Graphic Design USA Magazine In-house Design Awards
- American Graphic Design Awards
- 500 Role Models of Excellence Scholarship Recipient

Omari Breakenridge  
11666 NW 11th Street  
Pembroke Pines, FL 33026  
Tele: 954.965.8522  
Cell: 954.815.2934  
omari@omari.us

Online portfolio:  
[www.omari.us](http://www.omari.us)