

BRYAN HAYNES

Photographer · Brand Designer

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SUMMARY

Brand designer and photographer who builds visual identities — and the systems that run them. As Head of Marketing at a growing nonprofit, I built the organization's entire brand from a single logo and developed an AI content engine that keeps every asset on-brand — saving an estimated \$12k+ a year in outside contracting. 8+ years behind the camera across portrait, event, and automotive work. Fluent across Adobe Creative Cloud, from directing brand systems to shooting live events.

EXPERIENCE

Americans 4 Equality (Nonprofit)

Apr 2025 – Present

Head of Marketing (Apr 2026 – Present) · Marketing Intern (Apr 2025 – Apr 2026)

- Built the organization's entire brand from a single logo into a full system — identity, guidelines, and 20+ reusable templates (15 now power the AI content engine).
- Authored *A Field Guide: Marketing with Purpose*, a public 10-page guide, alongside a 100-page internal brand system for onboarding and team use.
- Led social strategy and content — year to date: LinkedIn +430% impressions / +50% followers, Meta +275% views / +25% followers; cadence 8/month → 3–5/week; personally produced most content.
- Produced 125+ branded assets in-house — flyers, banners, business cards, apparel, social graphics, newsletters, photography, and video — on a grassroots, zero-budget operation.
- Created content for partner organizations — local nonprofits and, via A4E, Microsoft and Salesforce.
- Promoted from Marketing Intern to Head of Marketing within a year; built and led A4E's first marketing intern team (4) — coordinating assignments, reviewing output, and onboarding new members.

Freelance Photographer — Self-Employed

2018 – Present

- Delivered 75+ commissioned shoots since 2018 spanning automotive, portrait, event, concert, graduation, and proposal work — including portraits of local political leaders and public figures.
- Managed the full client pipeline solo — booking, shooting, editing, and delivery — with a clean, technical, detail-driven aesthetic.

Shift Manager — Joey Restaurants

Aug 2021 – Mar 2026

- Led shifts of 7–18 team members (avg. 10–12); trained and developed 6 employees into shift-manager roles.
- Standardized kitchen organization, communication, and operational best practices across the team.

PROJECTS

A4E Content Engine — AI Marketing Tool

2026

Built with: AI design tooling (model-agnostic) · Markdown + .ase machine-readable brand system · chatbot interface

- Built an AI tool that turns a single campaign idea into finished, platform-ready visual designs — social graphics, flyers, banners, and decks — matched to a company's exact brand parameters, plus post copy and captions.
- Generates SEO-optimized output per platform with built-in escalation, auditing, and accessibility compliance; architecture adapts to fit any organization's specifications.
- Live and in daily use at A4E — replaced a \$3,600/yr fixed-scope contractor, more than doubling output to 16–20 posts/month while cutting ~20–30 hours of weekly production.

SKILLS

- **Design & Brand:** Brand identity systems, print collateral, digital graphics, layout
- **AI & Automation:** AI content tooling, prompt engineering, workflow automation
- **Photography & Video:** Portrait, event, automotive, concert, product; videography & editing
- **Software:** Adobe Creative Cloud (Illustrator, Photoshop, Lightroom, Premiere Pro), Canva
- **Marketing:** Social media strategy & management, content calendars, campaign production; Meta, Mailchimp, HubSpot

EDUCATION & TRAINING

Information Technology & Artificial Intelligence Program — Americans 4 Equality (Cohort 1) Nov 2024 – Apr 2025