

HELLO! MY NAME IS **BRET THOMAS**

407.617.6457 | BRET@BRETTHOMAS.COM

PROFESSIONAL EXPERIENCE

CITY OF ORLANDO Orlando, FL

Graphics Supervisor and Brand Manager in Mayor Dyer's Office of Communications and Neighborhood Relations

January 2013 - Present

- Ensures adherence and amends city's visual identity and brand guidelines in all internal and external communications through templates, consultation and project management.
- Leads dynamic graphic design team, overseeing diverse design projects including branding, campaigns, illustrations, reports, environmental graphics, motion, presentations, exterior signage, social graphics and vehicle wraps.
- Leads software, content, and phased installation of The Loop—a citywide network of 60+ digital displays—managing a \$395K installation budget to deliver timely, tailored messaging across city facilities.
- Facilitates and directs film and video shoots to ensure creative strategy and city standards are met.
- Manages graphics team budget, including procurement of training, equipment, overtime and supplies.
- Collaborates with stakeholders to conceptualize and execute projects aligning with city's strategic goals.
- Creative directs for City events, including Fireworks at the Fountain, Veterans Day Parade, State of the City and State of Downtown.

REACH MARKETING AGENCY Kissimmee, FL

Art Director

November 2014 - February 2021

- Played pivotal role in design innovation and strategic marketing, developing comprehensive design strategies for campaigns.
- Led design for accounts, creating digital and print assets such as signage, promotions, and email marketing pieces.
- Shot and directed photo and film shoots to enhance visual storytelling for clients.
- Provided visionary design leadership, strategic thinking, and hands-on creative execution to drive impactful results.

ALPHA PRESS Orlando, FL

Graphic Designer and Customer Service

August 2007 - January 2013

- Expanded role beyond graphic design to encompass responsibilities in promotional marketing, video, customer service, and quality control.
- Prepared designs for printing and provided direct assistance to shop manager, contributing to operational efficiency and client satisfaction.

EDUCATION

International Academy of Design and Technology, Orlando, FL

Associates Degree in Computer Graphics

Magna Cum Laude

Creative director and brand manager with experience leading strategy, design, and messaging for public-facing campaigns. Proven ability to develop impactful branding, manage cross-functional teams, and deliver creative solutions under pressure. Skilled in visual identity, campaign development, writing, and multimedia storytelling. Lead creative for city-wide initiatives, crisis response, and high-profile events. Strong presenter and collaborator with leadership, departments, and community partners. Passionate about connecting people through branding that informs, inspires, and builds trust.

ACCOMPLISHMENTS AND VOLUNTEERISM

- 2024 Leadership Orlando Class #106 Graduate
- 2023-26 MLK Day of Service Volunteer Lead for U.S. Hunger
- 2016-24 Orlando Veterans Day Parade Staging Manager
- 2023 City of Orlando Employee of the year
- 2023 City-County Communications and Marketing Association (3CMA) Conference Speaker
- Creative Mornings Orlando Team Member
- Licensed drone pilot (FAA Part 107)
- AIGA Mentorship Program Mentor 2016-2026
- Previous AIGA Orlando Board Member