

RICHARD BRAFFORD

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Freelancer

As an accomplished administrative asset with over two decades of experience, exceling in fostering positive staff and client relationships while consistently surpassing customer expectations. I possess a wealth of knowledge in working with freelance professionals, providing invaluable assistance to photographers, and developing innovative catalogs and packaging designs.

Core Skills Include:

Attention to Detail	Organization Skill	Web Design	Construction
Customer Service	Marketing	Management/Supervision	Computer Maintenance

Professional Experience

- **Communication Skills:** Efficient in building strong relationships with staff and clients, ensuring customer satisfaction. I provide assistance via phone, email, and social media, maintaining detailed service records and promoting organizational efficiency while meeting legal obligations.
- **Visual merchandising:** The science of presentation for products and services to better highlight features and branded names and visual merchandising to attract, engage, and motivate buyers to make purchases.
- **Collaborated with Freelancers:** Assist freelance designers with an eye for detail. Construct props, sets, and backdrops for the display of new merchandise. Assisted in photoshoots for advertising, catalogs, and packaging.
- **Desktop Skills:** Adobe Photoshop, Adobe Illustrator, Web Design, **Computer Maintenance**, setting up: Printers, Monitors, Desktops, Laptops, **Carpenter tools:** Table Saw, Miter Saw, Power Drills, Hammers, Chalk Line, Levels, etc.

Work History

Riverstone Senior Services New York, NY <i>Clerical Support</i>	2018-2024
TCCIT Solutions New York, NY <i>IT Help Desk Technician</i>	2009-2017
West Point Home New York, NY <i>Visual Merchandiser/Photo Assistant/Display Carpenter</i>	1990-2009

Education and Professional Development

BA in Art History: *San Francisco Art Institute | San Francisco, Ca*
AAS degree in Computer Graphics: *The New School | New York, NY*