

# Beth Bender

beth@bethbenderdesign.com

## EXPERIENCE

**Art Director - Marketing Team- Blackstone Industries** – Bethel CT,  
3/2021-Present

- Design impactful packaging, labels, trade show material and product instructional materials.
- Manage the entire procurement process for printed materials.
- Work with Sales and other members of marketing team to coordinate and plan marketing campaigns on multiple outlets.
- Create and manage and oversee social media, ad and email campaigns including video shorts.
- Lead and coordinating social media and video production freelancers and contributors.
- Proficiency in website design and WooCommerce maintenance.
- Capture in-house product photos and perform retouching for websites.

**Freelance/Contract Graphic Designer** – Monroe CT, 2007-2020

- Execute a wide variety of design projects, both print and digital, including logo design, catalogs, infographics, web banners, website updates, e-mail blasts, social media updates, photo retouching, mechanical files for print, PowerPoint presentations, trade show materials, mailers, and other collateral materials.
- Collaborate with clients such as Torrco, Donutkingkc.com, Milestone Science Inc., and MBC Interactive.

**Subway Production Flex Designer- Contract** – Milford, CT 11/2019-3/2021

- Conducted photo retouching and created mechanical files for packaging and special projects.
- Designed employee playbooks, in-store collateral, and signage.

**BEN Marketing Group/OgilvyAction** – Stamford, CT

**Production Manager** – 2005-2007

- Oversaw and produced mechanical files for release across all in-house clients, focusing on print and packaging. Occasionally press checks.
- Clients included International Hotels Group and Dupont.

**Art Director** – 2004-2005

- Created designs for print advertising, promotional pieces, corporate communications, and mechanical work.
- Clients included Holiday Inn Hotels, Murray Biscuit Company, and Coca-Cola.
- Managed project status for Holiday Inn Hotels projects.

**Senior Graphic Designer** – 2003- 2004

- Developed and executed creation and mechanical files for national and regional / campaigns on the Holiday Inn Hotels team.

**Production Artist** – 1999-2003

- Performed production work on national and regional campaigns for Holiday Inn Hotels.

## EDUCATION

Sacred Heart University, Fairfield, CT

- Bachelor of Science Degree in Art.

## SKILLS

|                   |       |
|-------------------|-------|
| Adobe Photoshop   | ..... |
| Adobe Illustrator | ..... |
| Adobe InDesign    | ..... |
| Adobe Rush        | ..... |
| Adobe Premier Pro | ..... |
| Wordpress         | ..... |
| WooCommerce       | ..... |
| Constant Contact  | ..... |
| MailChimp         | ..... |
| PowerPoint        | ..... |
| HTML              | ..... |
| Netsuite          | ..... |

- Excellent at multitasking.
- Quick to learn new skills and problem solving.