

# Beth Bender

ART DIRECTOR &  
MARKETING STRATEGIST

## CONTACT

beth@bethbenderdesign.com  
Monroe, CT

## SKILLS

### ADOBE CREATIVE SUITE

Photoshop · Illustrator · InDesign  
Premiere Pro · Rush

### WEB & E-COMMERCE

WordPress · WooCommerce HTML

### MARKETING & CRM

Constant Contact · MailChimp  
NetSuite · PowerPoint

## STRENGTHS

- Organic marketing strategy and execution
- New product development input and market viability assessment
- Cross-functional collaboration across design, sales & marketing
- Full lifecycle print production and procurement
- In-house product photography and retouching
- Video production direction and editing
- Fast adopter of new tools and platforms

## EDUCATION

Sacred Heart University  
B.S. in Art

25+ years spanning agency, freelance, and in-house manufacturing. Goes beyond the brief, contributing to new product viability, organic growth strategy, and cross-departmental initiatives alongside hands-on creative execution. A designer who gets involved, not just assigned.

## EXPERIENCE

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

- Conceptualize and produce high-impact packaging, labeling, trade show displays, and instructional materials that elevate brand presence across multiple product lines.
- Partner with Sales to plan and execute integrated marketing campaigns spanning digital, social, and email channels, driving organic audience growth through content planning and targeted nurture sequences.
- Lead organic social media strategy through influencer partnerships and short-form video production. Manage partner relationships, vet content for technical accuracy of product specs and capabilities, and maintain a consistent brand voice across all platforms.
- Serve on the New Product Development team, managing market viability research and providing strategic input on whether prospective products align with the company's core line and long-term brand direction.
- Produce and update website content, product listings, and checkout workflows via WordPress and WooCommerce, partnering with a back-end developer to execute technical implementations and providing front-end troubleshooting support as needed.
- Oversee product photography and post-production retouching for all e-commerce and marketing assets, executing in-house or directing outside photographers as needed.
- Oversee the full procurement lifecycle for all printed materials, from vendor selection to final delivery, ensuring on-time execution and budget efficiency.

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

- Delivered a diverse portfolio of print and digital solutions including logo development, catalogs, infographics, email campaigns, trade show materials, and print-ready mechanicals.
- Cultivated long-term client relationships with Torrcoco, DonutKingKC.com, Milestone Science Inc., and MBC Interactive, meeting tight deadlines and consistently exceeding expectations.

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

- Produced meticulous photo retouching and print-ready mechanical files for packaging and high-profile special projects.
- Designed employee playbooks, in-store collateral, and point-of-sale signage aligned with national brand standards.

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

**Production Manager (2005–2007)**

- Managed production and mechanical file release across all agency clients; conducted press checks to maintain quality standards.
- Key accounts: InterContinental Hotels Group and DuPont.

**Art Director (2004–2005)**

- Developed concepts and produced designs for print advertising, promotional campaigns, and corporate communications.
- Key accounts: Holiday Inn Hotels, Murray Biscuit Company, and Coca-Cola.