

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

AI TOOLS

Claude · AI-assisted development

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

- 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.
- Contribute to the New Product Development team, providing strategic input on whether prospective products align with the company's core line and long-term brand direction, and leading product launches end to end including manuals, labels, and packaging design through to market launch.
- 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.
- Leverage AI tools to accelerate web development, content creation, and copy workflows, maintaining full strategic oversight and ensuring all outputs meet brand and technical accuracy standards.
 - EX: Developed interactive product selection guides for the Olson Saw website using AI-assisted development, providing all technical specifications, directing functionality and UX, and managing implementation. The Band Saw and Scroll Saw guides are now the second and third most visited pages on the site, behind only the homepage.
- Oversee e-commerce operations across Amazon Seller Central, Etsy, eBay, and Walmart following a company acquisition, managing a dedicated specialist while providing strategic direction, product decisions, and brand integration across all storefronts.
- Concept and produce all packaging, labeling, trade show displays, instructional materials, and printed collateral, managing the full procurement lifecycle from vendor selection to delivery, and overseeing product photography and retouching executing shot in-house or directed through outside photographers.

Freelance/Contract Graphic Designer – Monroe CT, 2007-2021

- 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 Torrco, 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, 1999–2007

Progressed from Production Artist through Senior Graphic Designer and Art Director to Production Manager, supporting national campaigns for Holiday Inn Hotels, Coca-Cola, Murray Biscuit Company, InterContinental Hotels Group, and DuPont.