

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.
- 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. In-house product photography and retouching handled as needed.

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 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, 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.