

Beth Bender

ART DIRECTOR
MARKETING STRATEGIST
AI SOLUTIONS DESIGNER

CONTACT

beth@bethbenderdesign.com
Monroe, CT

SKILLS

ADOBE CREATIVE SUITE
Photoshop · Illustrator · InDesign ·
Premiere Pro · Rush

WEB & E-COMMERCE

WordPress · WooCommerce · HTML

MARKETING & DATA

Mailchimp · Google Analytics · Google
Search Console

BUSINESS SYSTEMS

NetSuite (ERP) · SharePoint · Front ·
Microsoft 365

MARKETPLACES

Amazon · Etsy · eBay · Walmart

AI

Claude (chat, Code, API) ·
AI-directed development

STRENGTHS

- Specifying and directing AI-built production software
- Organic marketing strategy and execution
- 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 organic growth strategy, and cross-departmental initiatives alongside hands-on creative execution. A designer who gets involved, not just assigned. Lately that has meant building websites and the AI tools that power the marketing, improve the customer experience, and streamline internal workflow.

EXPERIENCE

Blackstone Industries | Art Director, Marketing Team | March 2021 to Present

Six brand sites (Foredom, Handler, Olson Saw, Star Struck, Zona, EFC) running on WordPress/WooCommerce with NetSuite as the ERP.

Customer chatbot on all six brand sites. First 20 weeks after launch: 911 conversations, 1,500 questions answered, 97% ended without a handoff to customer service. 5.5 second median response, 24/7. Runs on Claude.

Star Struck Custom Forms (forms.starstruckllc.com). Replaced a \$341K/year manual workflow with a self-serve online proofing portal. Live September 2026, 54% of orders now built and approved by customers on the website. Integrates NetSuite, WooCommerce, SharePoint, and the Printronix line-matrix presses.

Lab Layout Studio (design.blackstoneind.com). Drag-and-drop 3D casework designer for sales and customers, with live NetSuite pricing and shareable estimates.

Automated reporting stack. 12 scheduled jobs serving 10 named staff across purchasing, sales, customer service, and management. Replaced pulls that were manual or weren't happening at all.

Interactive product finders across the sites. On olsonsaw.net, the saw blade finders are the 2nd and 3rd most visited pages behind the homepage.

Product image pipeline pushing to five WooCommerce sites plus NetSuite plus SharePoint archive.

Web revenue up 22% YoY to \$1.30M, orders up 10%. US organic conversion improved across brands: Foredom +26%, Handler +26%, Olson +21%.

Brand and packaging design across all six brands. Packaging, labels, product manuals, sell sheets, catalogs, trade show displays, managed end to end from concept through vendor proofing to press.

Web, print, photo, video production across all six brands: WordPress/WooCommerce page design and front-end production, print-ready mechanicals, in-house product photography and retouching, short-form video for social and product.

Integrated marketing campaigns across digital, social, and email. Monthly e-blast cadence per brand, organic social and influencer partnerships, dealer outreach, campaign planning with sales.

Subway Production Flex Designer, Contract | Milford, CT | November 2019 to March 2021

Photo retouching and print-ready mechanical files for packaging, nutrition fact labels, in-store collateral, point-of-sale signage, and the Grab & Go program.

Freelance / Contract Graphic Designer | Monroe, CT | 2007 to 2021

Logos, catalogs, infographics, email campaigns, trade show materials, and print-ready mechanicals. Clients included Torrcio, Milestone Science, MBC Interactive, and DonutKingKC.

BEN Marketing Group / OgilvyAction | Stamford, CT | 1999 to 2007

Progressed from production artist through senior graphic designer, art director, and production manager on national campaigns for Holiday Inn Hotels, Coca-Cola, Murray Biscuit Company, InterContinental Hotels Group, and DuPont.