

Portfolio beckmurry.com

Creative multidisciplinary leader with over 18 years of experience and talent forging strong brand loyalty and successful delivery of high quality innovative inspiring solutions. Directed creation and distribution of imagery and publications, collaborated with cross functional teams, vendors, and high-level decision makers. Utilized strong communication and presentation skills with internal team and led client presentations. Collaborated with teams and mentored junior designers to develop innovative design solutions that drove high quality project completions meeting ever changing needs of clients.

Core Competencies

Visual Design & Direction
Concept Development
Client-Centric
Vendor Relations
Brand Ambassador
Branding & Identity Systems
Logos | Photography | Video
Graphics Creation & Retouching
Advertising/Marketing Collateral
Social/Digital Campaigns
Experiential Programs
Typography
Analytical | Strategic
Detail Oriented
Time Management

Technology Skills

Adobe Creative Cloud: Photoshop, InDesign, Illustrator, Acrobat, Bridge
Digital Asset Management: Widen / Acquia
Microsoft 365: Word, OneNote, Excel, PowerPoint, Teams
Email Marketing: HubSpot, Constant Contact
Project Management and Proofing: Vimeo Monday.com, PageProof, InMotion, Frame.io

Experience

THERMA-TRU DOORS, Maumee, OH *2/2015 – 11/2022*

Senior Graphic Designer *1/2022 – 11/2022*

Oversaw and supported numerous marketing initiatives, ranging from development of selling collateral, product visual assets and customer-specific projects. Verified accurate layout and design of print, digital and point-of-sale materials. Managed creation of all image assets, photography, rendering, retouching and distribution. Supervised work of graphic designers and interns with wide range of customer-focused projects, including promotional pieces and custom materials.

- Supervised and mentored 10 graphics interns, which supported learning and development of skills and exposure to all aspects of the design process over 7 years.
- Directed and organized the annual creation of hundreds of image assets simultaneously for all new product launches.
- Collaborated with cross-functional teams and multiple vendors to accurately render, photograph, and retouch in-house, visual assets used in all marketing avenues.
- Showcased quality, product selection and brand sustainability in collaboration with writers, marketing, digital, product management, and engineering teams in all produced marketing assets and selling tools: catalogs, brochures, flyers, presentations, instructions, videos, webpage designs, social imagery, and online visualization tools.
- Modified current marketing collateral and produced fresh marketing materials to reflect a rise in new product innovations brought on by the acquisitions of three new companies.
- Organized and digitally distributed visual assets and marketing tools through digital asset management (DAM) system.
- Improved customer experience creating one click solutions within the digital asset management online platform, for accessing new product marketing materials and image assets to successfully launch new products.
- Led collaboration with various vendors to showcase brand and ensure accurate product representation at on-site lifestyle photo and video shoots.
- Confirmed contracts aligned with use of purchased assets, estimates upheld, invoices processed accurately and timely by managing relationships with numerous vendors: stock houses, photographers, multimedia vendors and printers.
- Streamlined tracking of projects integrating proofing software (PageProof) with project management software (Monday.com) to reduce complexities and increase productivity.

Graphic Designer *2/2015 – 1/2022*

Updated and implemented numerous marketing deliverables annually, ensuring product accuracy, including logos, product displays, packaging, email, digital layouts, and multi-page brochures.

- Instrumental in the creation of visual assets to successfully market new products collaborating with multiple teams.
- Set up email marketing templates for monthly and quarterly newsletters to engage with dealer and fabricator customers.

Education

BOWLING GREEN STATE UNIVERSITY,
Bowling Green, OH

Bachelor of Fine Arts, Graphic Design

STUDIO ART CENTERS
INTERNATIONAL(SACI),
Florence, Italy

Study Abroad Program

Training

AMERICAN MANAGEMENT ASSOCIATION,
Arlington, VA

Building Better Work Relationships:
New Techniques for Results-
Oriented Communication

INTEGRATED PROCESS DEVELOPERS,
INC., Archbold, OH

Fundamentals of Project Management /
Advanced Project Risk Management

Dale Carnegie, Maumee, OH
13 wk. Course / Coach

Covey Seven Habits, Online

Creative Pro, Online

Community Involvement

METROPARKS TOLEDO

Supported Metropark revitalization efforts,
tore down old fencing & picked up litter.

UNITED WAY

Created email notifications for
company fundraising efforts.

MAUMEE VALLEY HABITAT FOR HUMANITY

Completed interior painting, installed attic
insulation, landscaping & clean up.

FOOD FOR THOUGHT

Designed posters, direct mail & email for
fundraising events, food drive collections,
distributed Thanksgiving meals.

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Experience *continued*

AMERICAN RED CROSS, Toledo, OH

Graphic Designer 8/2010 – 2/2015

Developed and launched the tracking and use of QR codes on marketing materials. Collaborated with team members across Nation on marketing and special event materials for donor outreach projects. Established and maintained vendor relationships to ensure quality and timely production and distribution of marketing materials within project budgets. Designed and formatted direct mail for multiple audiences to target marketing efforts specific to each donor. Created and published online program web pages and forms and performed regular updates and maintenance of regional web pages.

- Awarded The Fredtastic Award for Revitalizing the Brand by the Director of Creative Services; updated and created new marketing assets in accordance with new brand standards.
- Conceptualized and produced promotional materials and trade show elements for launch of “Red Cross Blood Donor App” this won iPhone and Life Magazine award for Best in Show and “most life changing product” at the 2014 CTIA Conference.
- Created numerous innovative design concepts, managed time and work flow effectively for various marketing campaigns; Regional: One Report, Club Give; Divisional: Rep Rally, Strive for 5; National: 100 days of summer. 100 days of hope.
- Overhauled, and maintained a resource library of more than 200 standard divisional marketing materials and 100 blood drive collateral themes that ensured compliance with changing brand standards.
- Single handedly generated, executed, and supervised all email marketing campaigns which included maintenance and tracking, for region, division & national campaigns.
- Increased effectiveness and reduced print and postage costs with the strategic development of new and existing email marketing initiatives.
- Allocated time and workflow effectively for custom and high visibility projects resulting in a reputation among co-workers for rapid output of high-quality work.

BARTOW COMMUNICATIONS, Cabin John, MD

Art Director 10/2005 – 10/2009

Managed production of design layouts across media platforms including print, web, direct and email. Photographed, illustrated, and scanned images for use in magazine layouts and direct marketing media. Facilitated multiple deadlines and ensured production quality.

- Directed, supervised the day-to-day work, trained, and mentored two production artists.
- Developed company brand identities and numerous subsidiary brands such as Register Marketing, Shore Homes, Green Homes, Super New Home Search, Emails on Target, marketing to specific audiences.
- Created layouts and handled production and printing of one monthly and four quarterly 100+ page publications.
- Saved the company money by researching vendors to better manage production budget and improve print standards.
- Prepared and administered email marketing projects, coordinated with team and clients, reaching hundreds of potential customers, exceeded client expectations.
- Built, updated, and ran 3 company websites; RegisterMarketing.com to showcase company media capabilities, GreenHomes.com a new home listing site with articles and information on green new home builders, and SuperNewHomeSearch.com encompassing new home listings and information for the Greater Washington DC Metro area.

