



BETH SUMNER

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SUMMARY

Extremely **imaginative** Design, and Marketing aficionado, *with over fifteen years of industry experience*, seeking to leverage my vast arsenal of creative skills.

RELEVANT JOB HISTORY

// DESIGN & MARKETING FREELANCE 2008-CURRENT | SELF, Rochester NY

- DESIGNED, DEVELOPED, and MAINTAIN websites for local bands, artists, bars/restaurants
- DESIGNED logos, business cards, graphic t-shirts, albums, CDs, posters, stickers, banners, flyers, marketing collateral
- PHOTOGRAPHED artist pieces, shows, still life sets, etc. for use in social media, website, and marketing collateral
- PHOTOGRAPHY featured in the D&C, and Rochester Magazine

// CO FOUNDER | DESIGN & MARKETING MGR 2014-2015 | Flour City Station, Rochester NY

- DESIGNED company logo, business cards, food / drink menu, show posters, graphics on website and social media sites
- DESIGNED and MAINTAINED website and social media sites
- DESIGNED new floor plan for entire front of house (FOH) - layout, colors, light fixtures, furniture, handcrafted tables, handcrafted wood sign for front of building
- PHOTOGRAPHY of the bar (before & after), drinks, food, events, etc. for use in social media, website, and marketing collateral
- Back End PROGRAMMING and TRAINING of the POS (Future)
- WRITING of the Business Plan, and Employee Handbook
- INTERVIEWED and HIRED all FOH staff

// GRAPHIC ARTIST | WEB SPECIALIST 2010-2011 | TrueNorth Marketing, Penfield NY

- DESIGNED and DEVELOPED marketing materials such as magazine advertisements (islands to full page), direct mailers, catalogs, brochures, web banners, newsletters, eBlasts, folders, etc.
- DESIGNED and DEVELOPED multiple websites for TrueNorth, and their clients
- DESIGNED and MANAGED websites that were sent out to a third-party for back end development/programming
- PHOTOGRAPHED client materials and events

Website & Print Design
Social Media Strategies
Analytic Tools
Public Relations
Tradeshaw & Event Planning
Editorial Calendar Planning
Photography

Windows & Mac Platforms
FULL Adobe Creative Suite
FULL Microsoft Office Suite

SPECIALTIES

Wordpress
MailChimp
Constant Contact

BETH SUMNER RESUME PG 2



// GRAPHIC ARTIST | WEB SPECIALIST (continued) 2010-2011 | TrueNorth Marketing, Penfield NY

- MANAGED all hardware and software in the office
- HEAVY EXPERIENCE with eMarketing, market research, brand awareness, web analytics tools, social media strategies, web initiatives, online marketing strategies and editorial calendars

// DIRECTOR OF MARKETING 2006-2010 | Brinkman International Group, Rochester NY

- MANAGED all web, design, and marketing efforts for Brinkman, including their five umbrella companies; Davenport Machine, CJ Winter, Brinkman Precision, MSK, and Gates Albert
- DESIGNED and DEVELOPED marketing materials such as magazine advertisements (islands to full page), direct mailers, catalogs, sales sheets, brochures, manuals, banners, posters, stickers, buttons, CD / DVD covers, etc.
- DESIGNED, DEVELOPED, and MAINTAINED multiple websites
- PHOTOGRAPHED trade shows, social functions, machines, tools and parts
- HEAVY EXPERIENCE with marketing budgets, online marketing strategies, eMarketing, market research, brand awareness, web analytics tools, social media strategies, sales reports, web initiatives, trade show planning and coordination, public relations, newsletters, editorial calendars, monthly sales reports and AOPs

// DESIGN CONSULTANT | GRAPHIC DESIGNER 2005-2006 | Insty Prints, Fairfax, VA

- DESIGNED logos, letterhead/envelopes, business cards, certificates, notepads, menus, direct mailers, newsletters, postcards, labels/stickers and illustrations
- EXPERIENCE with paper types and weights, shop machinery and CMYK plates

// TECHNICAL SUPPORT MGR | WEB DESIGNER 2000-2005 | ISP Direct, Pittsford NY

- HIRED and MANAGED both the residential and commercial technical support departments. Configured computers, closed escalated support tickets, reviewed monthly call data
- DESIGNED, DEVELOPED, and MANAGED company portal and shared ticketing database for the internal and outsourced support departments
- DESIGNED logos and banners as well as graphic work used in brochures, pamphlets, newsletters, and other printed material
- DEVELOPED and CREATED training documentation, evaluation sheets, competitive analysis reports and market research documentation