

BETH N. SUMNER

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(E) Beth@Otakulab.com

PRINT AND WEB DESIGNER • PHOTOGRAPHER • MARKETING SPECIALIST • ARTIST
DETAIL ORIENTED • CREATIVE • HARD WORKING • DEPENDABLE • FOCUSED

SEEKING A POSITION

that allows me to apply my strong, unique and broad range of creative abilities.

EMPLOYMENT

TRUENORTH MARKETING. (MARKETING COMPANY)
DIRECTOR OF ART / WEB SPECIALIST

2010-2011
PENFIELD, NY

DESIGNED and developed multiple websites for customers. DESIGNED and managed websites that were sent out to a third-party for development/programming.

DESIGNED and developed marketing materials such as magazine advertisements (islands to full page), direct mailers, catalogs, brochures, web banners, eBlasts, folders and many others.

PHOTOGRAPHED client material for Marketing materials.

EXPERIENCE with Emarketing, market research, brand awareness, web analytics tools, social media strategies, web initiatives, online marketing strategies and editorial calendars.

MANAGED all hardware and software in the office.

BRINKMAN INTERNATIONAL GROUP, INC. (MACHINING COMPANY)
DIRECTOR OF MARKETING

2006-2010
ROCHESTER, NY

DESIGNED and developed marketing materials such as magazine advertisements (islands to full page), direct mailers, catalogs, brochures, manuals, banners, posters, stickers, buttons, CD and DVD covers.

DESIGNED and developed multiple websites for machining companies.

PHOTOGRAPHED trade shows, social functions, machines, tools and parts. Photography has been used in catalogs, brochures, websites, newspapers and magazines.

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, editorial calendars, monthly sales reports and annual operating plans (AOPs).

- Responsible for all marketing efforts for five sub-companies of Brinkman-Davenport Machine, C.J.Winter, Brinkman Precision, MSK, Gates Albert.
- Saved company over 200k annually after switching marketing efforts in-house.
- Streamlined Monthly Sales Reports from one week of work to one day.

INSTY PRINTS (PRINTING COMPANY)
DESIGN CONSULTANT / GRAPHIC DESIGNER

2005-2006
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, PrintSmith.

- Full knowledge of all jobs on floor and interacted with customers daily in person and on the phone.

ISP DIRECT, INC. (INTERNET COMPANY)
TECHNICAL SUPPORT MGR. / WEB DESIGNER

2000-2005
ROCHESTER, NY

MANAGED the technical support department, residential and commercial. Configured computers, closed escalated support tickets, reviewed monthly call data.

DESIGNED and managed company portal including a self coded ticketing intranet for the support department. DESIGNED logos and banners as well as print ad work used in brochures, pamphlets and playbills.

DEVELOPED and created training documentation, evaluation sheets, competitive analysis reports and market research documentation.

HIRED, managed and reviewed all support technicians.

SPECIALTIES

Designing Awesomeness, eMarketing, Social Media Strategies, Web Initiatives, Web Analytic Tools, Brand Awareness, Public Relations

Html, ASP, CSS, Java, VBScript

Windows & Mac Platforms

Photoshop, Illustrator, Pagemaker, Indesign, Imageready, Dreamweaver, Fireworks, Bridge, Flash, Quark, Freemind, Frontpage, Word, Excel, Visio, Powerpoint, Access

Film Photography: Vintage Cameras

SUPPLEMENTARY

- Personal Art and Photography shown in several local venues and galleries around Rochester.
- Photography featured in the Democrat and Chronicle and Rochester Magazine.
- Designed and developed websites for several local bands and artists.
- Designed graphic t-shirts, album and CD artwork for local bands.