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| Beth Davis  |  | | --- | | Represented by  Creative Circle 202.827.2207 | | Objective Dynamic creative professional specializing in helping companies reach their goals through stellar advertising, marketing, design, and communications. | | about me Passionate leader with extensive background in developing/leading multiple, fast-paced projects—ensuring full compliance with milestones, deadlines, and budgets. | | Education**Marshall University** (2004)Master of Arts in Journalism**West Virginia University** (2002)B.S. Animal & Veterinary Science Community LeadershipPodium Foundation, Board MemberMutts and Mittens Manor Rescue, Current VolunteerArt 180, Past VolunteerYWCA, Past Volunteer ExpertiseAdobe Creative Suite (InDesign, Photoshop, Illustrator, Acrobat, After Effects, Premiere Pro)CMS (WordPress and Drupal)Mac/Windows PlatformsMicrosoft 360Client Consultation/RelationshipsCopywriting/Copy EditingFull Life Cycle ProjectDevelopmentImprovement InitiativesIntegrated Marketing CampaignsMarketing Strategy DevelopmentMulti-Department CollaborationProject ManagementTeam Leadership/ManagementWritten and VerbalCommunications | |  | |  | | --- | | Experience **FOUNDER/CREATIVE DIRECTOR | SIVAD & CO.** *07.2009 — Present*  Lead a full-service design firm providing identity development for a variety of clients. Spearhead advertising campaigns by capitalizing on keen storytelling and visual expression abilities. Leverage rebranding expertise and assist companies wishing to reimagine and reinvigorate their business. Develop creative assets for various print and digital media, including fliers, brochures, annual reports, magazines, posters, T-shirts, bus wraps, billboards, videos, social media posts, while ensuring maximum brand awareness with audience. Specialize in letterpress printing, invitation design, and floral design for special events clients. Creative Director | YMCA of Greater Richmond*10.2014 — 04.2022* Served as lead creative for $50 million-nonprofit organization; writing and designing campaigns across a multitude of platforms, including print, digital, and social media, for external and internal use. Managed and mentored all staff designers and contractors in the development of marketing assets. Provided copywriting/copy editing for hundreds of projects monthly. Oversaw budget.   * Led company-wide Diversity, Equity, and Inclusion campaign, creating a range of assets for external/internal communications (work won 2022 YMCA of USA’s Communications Champion for Inclusion award). * Developed 2020/21 “Healthy at Home” campaign during Pandemic pivot, retaining thousands of memberships while facilities were closed. * Spearheaded marketing template site launch, reducing wait time for variety of projects by 90%, freeing up team to focus on other projects. * Directed the successful execution of company’s first project management system to effectively manage 250+ concurrent requests from hundreds of internal clients. * Directed “Y Mission” and “Mission 2.0” campaigns, winning 2018 and 2019 YMCA of the USA’s Communications Contest awards.  Instructor | Virginia Commonwealth University203: Journalism Writing *08.2021 — Present* 302: Reporting for Print and Web — *06.2021-07.2021*  * Teach students to effectively write for publication and public relations. * Guide class to develop clear, concise writing style and a commitment to thorough, accurate reporting. | | ExperienceINSTRUCTOR | Virginia Commonwealth University301: Graphics for Journalism *01.2017 — 05.2021*  * Introduced students to Adobe Creative Suite and design principles. * Guided class with no previous design experience to earning A/B average while creating their own design projects, from basic fliers to a 20-page magazine.  Design Director | YMCA of Greater Richmond*10.2013 — 10.2014* Managed the successful operations of the Marketing Department under the direction of the VP of Marketing and Communications.   * Implemented online project management system and oversaw budget. * Oversaw and delivered 95+% of marketing needs across the organization’s 17 locations. * Streamlined business improvement initiatives and brought all internal marketing efforts into compliance with “One Brand. One Voice.” directive, ensuring company’s marketing was consistent and compelling.  Art Director | skirt! Magazine (Media General)*08.2007 — 03.2011*  * Built the production process from the ground up, establishing internal and publishing deadlines and developed best practices used by two other markets. * Served as internal ad agency, developing successful campaigns for a multitude of companies including Libbie Grove Shopping Association, Saxon Shoes, Alpha Stone, and South River Compounding Pharmacy.   ADDITIONAL EXPERIENCE  **GRAPHIC DESIGNER | YMCA OF GREATER RICHMOND** *09.2011 — 09.2012:* Developed superior marketing products across print and digital interfaces.  **PAGE DESIGNER/COPY EDITOR | CHARLESTON DAILY MAIL** *03/2005 — 07/2007:* Designed fronts and pages, including daily A1. Wrote headlines. Drafted, proofed, and revised headlines and pages.  **REPORTER | IRONTON TRIBUNE** *10.2004 — 02.2005:* Wrote stories on wide range of topics, from hard news to human interest features. | |