

David Beagin, Communications Professional and Graphic Designer

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SUMMARY OF PROFESSIONAL QUALIFICATIONS

- SECRET security clearance from the Department of Defense; Certified foster parent from Lutheran Child services
- Winner of the APEX Grand Award for design and editing of the book: *A Landmark in Jeopardy: The Penn State Elms*
- Winner of the Admissions Advertising Gold Award for the William Penn Charter School *Annual Report of Gifts*
- Winner of the APEX Award for Best Redesign of the *Compendium*, *Veterinary Technician* and *Today's Veterinary Nurse* journals
- Increased *Compendium* journal readership by 181 percent, and subsequently became ranked number one in overall quality by the 2009 PERQ/FOCUS study
- Adobe Certified Associate in Photoshop, InDesign, Dreamweaver, and Flash
- Microsoft Certified Applications Specialist (MCAS) Certifications in Word, Excel and Powerpoint
- Certified Internet Webmaster (CIW) Web Foundations Associate and Web Design Professional
- Expert level proficiency in the Adobe Creative Suite and the Microsoft Software Suite

EXPERIENCE

Creative Director and Designer | Gasper Landscaping | Richboro, PA | March 2018 to present

- Conceptualize, design, edit and proofread 12 comprehensive publications with excellent understanding of content marketing techniques. Transition existing print layouts to website content
- Use advanced knowledge of Adobe Creative Suite to set up templates and style sheets for all company publications
- Prototype publications for proofing process
- Preflight publication pages, color-correct all images, retouch cover photography
- Supervise, lead and inspire a team of communications professionals who are responsible for social media, public relations, news stories and strategic events
- Hire photographers and video team to conduct photo and video shoots of client testimonials and completed landscape projects at locations across the Bucks/Montgomery County region
- Support brand development and stewardship through thoughtful marketing and public relation strategies
- Direct the creation, implementation, and manage the strategic marketing plan
- Provide excellent communication and collaboration skills and interact closely with other departments such as Sales, Retail, Landscaping, Carpentry, and Hardscape divisions
- Manage the departmental budget(s) and approve expenditures
- Provide working knowledge of Google Analytics, web content management, and social media platforms
- Provide superior understanding of technology, strong verbal and written communication skills, and strong relationship-building skills
- Proven project management skills and outstanding ability to meet deadlines, juggle competing priorities, and interface with a wide variety of constituents on a daily basis
- Work occasional evenings and weekends for special events

Art Director & Designer | North American Veterinary Community, NAVC | Headquarters in Gainesville, FL | June 2015 to March 2018

- Design veterinary peer-reviewed, CE journals *Today's Veterinary Technician*, *Today's Veterinary Practice*, *Today's Veterinary Nurse*
- Present several design options, explore concepts through effective critique sessions, develop design concepts, and polish final design
- Use Adobe InDesign to set up templates and style sheets for each publication
- Prototype publication for proofing process
- Design website from wireframes, including homepage, article pages, headers, footers, and navigation
- Design banner ads for website
- Hire photographers to conduct photo shoots of veterinary experts at locations across the United States
- Preflight pages, color-correct all images, retouch cover photography
- Transition existing print layouts to website content

Graphic Designer & Web Content Specialist | Viewpoint Construction Software | Plymouth Meeting, PA | Jan 2012 to May 2015

- Act as corporate brand steward, incorporating brand imagery into all corporate materials using strict guidelines
- Maintain a robust photography library, logo library, and assets to be strictly used with the corporate brand
- Design advertising concepts that promote brand awareness and include compelling calls-to-action
- Create digital and animated banner ads for websites, including the use of Adobe Flash and animated GIF
- Manage the corporate website in an online content management system, Salesforce CMS
- Create new website product pages that are optimized for SEO
- Design website page wireframes that show proper branding, GUI, and navigation elements
- Maintain html and cascading style sheets (CSS) for website development
- Create compelling email designs that include branded landing pages and thank you pages
- Design digital customer newsletter, *The Insider*, and newsletter preview emails on a quarterly basis
- Design all collateral materials including brochures, flyers, best practice guides, worksheets, sell sheets, posters, ebooks, datasheets, case studies, and tradeshow specific promotional materials
- Design product packaging materials, including manual covers, training guides, CD labels, product boxes, instruction sheets, software application icons, startup screens, login windows, and GUI
- Design all icons and startup screens for the iPad Mobile Connect product
- Create appropriate social media images and content, including banners, cover images, icons, and favicons
- Design tradeshow booth graphics according to specific details, assist with booth development, design art for shirts, hats, and other tradeshow give-a-ways
- Implement SEO best practices on the corporate website and monitor Google analytics
- Lead SEO team meetings and monitor search engine optimization current best practices
- Create all visuals for the annual conference, including brochures, user guides, user conference website, and mobile app user interface

- Assist with company blog and blog landing page development
- Design all corporate event invitations, Powerpoint templates, sales theme development, and advertising concepts
- Design content marketing and thought leadership materials including best practice guides and digital ebooks

Art Director & Designer | Medimedia Animal Health | Yardley, PA | Oct 2007 to Dec 2009

- Redesigned *Veterinary Technician*, *Compendium*, and *Compendium Equine* journals. Each journal subsequently received an APEX Award for excellence in design.
- Increased readership PerkScores of *Compendium* journal by 181%.
- Art Director for four monthly veterinary journals: *Compendium: Continuing Education for Veterinarians*, *Compendium Equine*, *Veterinary Technician*, and *Veterinary Forum*
- Hired photographers to conduct photo shoots of veterinary experts at locations across the United States
- Preflighted pages and color correct all images, retouched cover photo images for all four veterinary journals
- Converted journals from QuarkXPress to Adobe InDesign and trained all production artists to use Adobe InDesign efficiently
- Transition existing print layouts for e-book publication and develop original layouts for e-book publication
- Assisted in design of award-winning e-newsletters for each journal
- Prepared eight monthly email blasts using MagnetMail software
- Designed custom client handouts for veterinary offices

Senior Graphic Designer | Turnaround Marketing Communications | Newtown, PA | Sept 2006 to Oct 2007

- Graphic designer at award-winning boutique design firm specializing in marketing for independent schools and non-profits designing materials that included brochures, direct mail, magazines, newsletters, posters, and catalogs
- Designed marketing materials for William Penn Charter School including a viewbook, alumni magazine, community service brochure, annual report, and several postcards and brochure to promote the school's summer camp
- Designed award-winning annual report to showcase a successful \$40 million marketing campaign for William Penn Charter School
- Created physical mock-ups for viewbooks, brochures, magazines and marketing collateral
- Created enrollment packages for Solebury School, Oldfields School, Gulf Stream School, Saint Basil Academy, Chestnut Hill Academy, Germantown Friends School, Millbrook School, Newtown Friends School, George School, and William Penn Charter School
- Managed custom designed collateral materials for William Penn Charter School

Graphic Designer | Medimedia StayWell | Yardley, PA | March 2004 to Sept 2006

- Designed full-color, quarterly educational newsletters for 14 U.S. childrens' hospitals
- Developed a unique newsletter design to meet regional demographic preferences for each client
- Incorporated ROI strategies into publication design to quantify marketing results
- Created original design for *HealthLink*, a new educational newsmagazine for Brown & Toland Medical Group
- Developed trade show signage, brochures, pamphlets and billboard posters
- Conceptualized design for health-related publications for hospitals and managed health care organizations

EDUCATION

- Middle Bucks Institute of Technology | Certified Internet Web Professional | Adobe Certified Associate
- The Pennsylvania State University | Bachelor of Arts | Graphic Design & Communications
- Bucks County Community College | Coursework in Microsoft Word, Excel and Powerpoint
- New Jersey Institute of Technology | School of Architecture | 32 credits completed, Dean's List academic honors

CERTIFICATIONS

- Adobe Photoshop Certified Associate | verify.certipoint.com, License 6nKu-kVRC | June 2011
- Adobe Dreamweaver Certified Associate | verify.certipoint.com, License QXDW-khvT | May 2011
- Adobe Flash Certified Associate | verify.certipoint.com, License acCV-kPVU | May 2011
- Microsoft Office Specialist Expert Level Excel 2010 | verify.certipoint.com, License QVDP-khvF | December 2011
- Certified Internet Web Professional Site Development Associate | www.ciwcertified.com, License CIW ID 457549 | October 2011
- Gold level National Career Readiness Certificate | certificate # KF70GZ22GV72

PROFESSIONAL AFFILIATIONS

- Occupational Advisory Committee Member, Middle Bucks Institute of Technology
- Society of Publication Designers
- Society for News Design
- Penn State Nittany Lion Club
- Penn State Alumni Association Lifetime Member
- National Eagle Scout Association Lifetime Member



View and download samples of my work at www.davidbeagin.com