

# David Beagin | Adobe and Microsoft Certified Graphic Design Professional

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## SUMMARY OF PROFESSIONAL QUALIFICATIONS

- SECRET security clearance from the Department of Defense (inactive); Certified foster parent from Lutheran Child services
- Winner of the DotComm Gold Award for Inspirational Video: *Faith in PSU* Motivational Video for Penn State Alumni
- 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 | 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
- Winner of the 2022 APEX Grand Award for Publication Excellence: *Gasper 2022 Spring Catalog*

### 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

#### **Senior Multimedia Graphic Artist** | [Northrop Grumman](#) | [Huntington Beach, CA](#) | [August 1998 to January 2004](#)

- Coordinated classified U.S. Department of Defense projects with engineers and determined most suitable means to communicate highly technical concepts
- Maintained a secret security clearance of SECRET/NAC/LAC/C
- Redesigned and relaunched company newsletter as a corporate magazine, increased page count, corporate success stories and employee news coverage
- Developed an efficient CD-ROM production system for creating CD-ROM packaging and fast duplication for all threat database CD-ROMs and software products
- Created final products through a variety of media: reports, proposals, high resolution color prints, view graphs, large format color posters, video and slide presentations, CD-ROM and DVD media
- Trained employees on advanced techniques for layout, design, typography, color balance and computer systems management
- Established fully organized software and font libraries for the graphics department

#### **Creative Director** | [Professional Computer Corporation, PCC](#) | [Bristol, PA](#) | [June 1992 to August 1998](#)

- Designed, wrote and produced a comprehensive user manual for each PCC software module
- Developed company slogans and copy used in all advertising, marketing campaigns, product names and trade show exhibits
- Designed and produced all product brochures, multimedia exhibits, print advertisements, and trade show posters
- Managed and bid all print projects
- Output film for all print projects using the Crosfield Celix 2000 imagesetter and Celix Manager film output software
- Developed splash screens for all software modules, designed CD covers, boxes, and labels
- Provided software training in classroom environment on a wide range of applications including Photoshop, Illustrator, FotoLook, Streamline, PageMaker, Apple Operating System, Freehand, QuarkXPress, bar code creation, scanning, Norton Utilities, font management, networking, archiving and troubleshooting.
- Developed detailed syllabus, training documentation, exercises, and tests that were adopted for all trainers

#### **Production Manager** | [Kent Dental](#) | [Aston, PA](#) | [August 1990 to June 1992](#)

- Designed full-color, monthly sales circulars for four major divisions of Kent Dental: Kent Dental, Brown 250, Beauty Direct, and Orthodontics Supply Incorporated (OSI)
- Developed a unique branded design for each of the four major divisions of the corporation
- Transitioned the company's seasonal 256-page Kent Catalog from traditional pasteboard to a completely digital publication
- Built relationships with printers, freelance photographers and writers and negotiated contracts
- Managed four graphic design professionals in a new department set up like an internal design agency

- Developed trade show signage, brochures, pamphlets and billboard posters
- Conceptualized themes for dental-related publications that showcased products and educational content for the dentistry industry
- Assigned tasks to graphic designers based on each professional's strengths
- Saved the corporation \$220,000 annually by avoiding the outsourcing of design, writing, production, and management

#### Art Director | Repeat-O-Type Manufacturing Company | Wayne, NJ | September 1988 to August 1990

- Designed catalogs that showcased Repeat-O-Type Manufacturing products, employees, and services to the toner and inkjet duplicating industries using Macintosh computer systems and digital scanning equipment
- Designed a monthly newsletter to keep clients informed of industry trends
- Reported on new strategies in publication design and digital artwork creation
- Created and managed new file storage system
- Developed trade show signage, brochures, advertising and marketing materials for the sales team
- Created new company logo, letterhead, business cards and all other branded materials

### COLLEGE EMPLOYMENT

#### Publication Designer | Communications at Penn State, Alumni Magazine | University Park, PA | September 1987 to May 1988

- Designed the 25<sup>th</sup> anniversary issue of *Communications at Penn State*, an alumni magazine for the School of Communications
- Used Aldus PageMaker page layout software to design all 64 pages of the seasonal publication
- Designed and created the *Style Guideline Book* for future editions of *Communications at Penn State* alumni magazine
- Designed unique page layouts for feature stories, a consistent design for columns, and a standard design for departments
- Brainstormed with editors and writers concerning design concepts and themes for overall page layout design
- Collaborated with photographers on incorporating common themes into images
- Transitioned the traditional pasteup publication into a completely digital format using Macintosh computer systems

#### Editor-in-Chief | La Vie 1987, The Penn State Yearbook | University Park, PA | January 1986 to June 1987

- Designed a 628-page annual publication for the students of Penn State University
- Managed a staff of 120 full-time students, including 12 section and team editors, layout staff, photography staff, and writing staff
- Wrote and designed all marketing materials including a brochure to parents and a calendar poster for students
- Attended four summer journalism workshops to learn specific skills in collegiate yearbook journalism
- Taught each section editor the lessons learned from summer workshops attended
- Attended monthly *La Vie* Board of Directors meetings to give publication and staff updates and seek advice
- Set a goal for the *La Vie 1987* yearbook to be the first at Penn State edition to win the Gold Crown Award, given by Columbia Scholastic Press Association to the nation's best collegiate yearbook. *La Vie 1987* achieved that goal
- Won the 1986 Best Editor Award as the Graduates Editor of *La Vie 1986*
- Won the 1985 Best Staff Member Award as the Greeks Layout Designer on *La Vie 1985*
- Won 32 Columbia Scholastic Press Gold Circle Awards for outstanding photography, design, writing, and theme development

### 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](http://verify.certipoint.com), License 6nKu-kVRC | June 2011
- Adobe Dreamweaver Certified Associate | [verify.certipoint.com](http://verify.certipoint.com), License QXDW-khvT | May 2011
- Adobe Flash Certified Associate | [verify.certipoint.com](http://verify.certipoint.com), License acCV-kPVU | May 2011
- Microsoft Office Specialist Expert Level Excel 2010 | [verify.certipoint.com](http://verify.certipoint.com), License QVDP-khvF | December 2011
- Certified Internet Web Professional Site Development Associate | [www.ciwcetified.com](http://www.ciwcetified.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

### AWARDS

**2022 VIDDY AWARDS** (November 11, 2022) international competition honoring video excellence in a digital world. Administered and judged by the Association of Marketing and Communication Professionals (AMCP).

**Gold Award: Inspirational Video** | *Faith in PSU* | Penn State Alumni Association

**2022 MarCom AWARDS** (October 18, 2022) International creative competition that recognizes outstanding achievement by marketing and communication professionals. Administered and judged by the Association of Marketing and Communication Professionals. (AMCP)

**Platinum Award: Publication Design** | *FBI Informational Brochure* | FBI Critical Incident Response Group

**Gold Award: E-Book Design** | *Landscape Design LookBook 2022* | Gasper Landscapes, Inc.

**Gold Award: Catalog Design** | *Christmas Catalog 2021* | Gasper Landscapes, Inc.

**Gold Award: Catalog Design** | *Spring Catalog 2022* | Gasper Landscapes, Inc.

**Honorable Mention Award: Inspirational Video** | *Faith in PSU* | Penn State Alumni Association

**2022 DotComm AWARDS** (July 20, 2022) International competition honoring excellence in web creativity and digital communications. Administered by and judged by the Association of Marketing and Communication Professionals (AMCP)

**Gold Award: Inspirational Video** | *Faith in PSU* | Penn State Alumni Association

**34th ANNUAL APEX AWARDS** (July 15, 2022)

**Grand Award : Print Media** | *Gasper Home & Garden Spring Catalog 2022* | Gasper Landscapes, Inc.

**Award for Publication Excellence: Catalog Design** | *Gasper Home & Garden Christmas Catalog 2022* | Gasper Landscapes, Inc.

**Award for Publication Excellence: One of a Kind Publications: Government** | *Welcome to the FBI Critical Incident Response Group, CIRC 2022* | FBI Quantico, Virginia

**33rd ANNUAL APEX AWARDS** (July 30, 2021)

**Award for Publication Excellence: Design and Layout** | *Landscape Design Look Book 2021* | Gasper Landscapes, Inc.

**Award for Publication Excellence: Catalog Design** | *Gasper Home & Garden Spring Catalog 2021* | Gasper Landscapes, Inc.

**GRAPHIC ARTS ASSOCIATION NEOGRAPHICS AWARD** (September 3, 2020)

**Best in Category: Catalogs** | *Gasper Garden Guide 2019* | Gasper Landscapes, Inc.

**32nd ANNUAL APEX AWARDS** (July 30, 2020)

**Award for Publication Excellence: Design and Layout** | *Landscape Design Look Book 2020* | Gasper Landscapes, Inc.

**Award for Publication Excellence: Catalog Design** | *Christmas Catalog 2020* | Gasper Landscapes, Inc.

**31st ANNUAL APEX AWARDS** (July 30, 2019)

**Award for Publication Excellence: Design and Layout** | *Landscape Design Idea Book 2019* | Gasper Landscapes, Inc.

**30th ANNUAL APEX AWARDS** (July 15, 2018)

**Grand Award for Publication Excellence: Book Design** | *A Landmark in Jeopardy: The Penn State Elms* | Penn State University

**Award for Publication Excellence: Best Design** | *Today's Veterinary Nurse Journal 2018* | North American Veterinary Community

**21st ANNUAL APEX AWARDS** (July 1, 2009)

**Award for Publication Excellence: Best Redesign** | *Compendium Journal 2009* | Medimedia Animal Health

**Award for Publication Excellence: Best Journal** | *Compendium Equine Journal 2009* | Medimedia Animal Health

**ADMISSIONS ADVERTISING AWARDS** (January 2009)

**Gold Award** | *Report of Gifts 2007* | William Penn Charter School Annual Report

**20th ANNUAL APEX AWARDS** (July 5, 2008)

**Award for Publication Excellence: Best Redesign** | *Veterinary Technician Journal 2008* | Medimedia Animal Health

**ASTER AWARD** Honoring excellence in medical marketing (May 1, 2008)

**Gold Award** | *HealthLink* | Brown and Toland Medical Group corporate magazine

**ADMISSIONS ADVERTISING AWARDS** (January 2008)

**Silver Award** | *Enrollment Package* | Oldfields School

**Bronze Award** | *Enrollment Package* | Solebury School

**Merit Award** | *Community Service Brochure* | William Penn Charter School

**MAGNUM OPUS AWARD** Honoring excellence in custom media (August 8, 2007)

**Bronze Award** | *HealthLink* | Brown and Toland Medical Group corporate magazine

**ADMISSIONS ADVERTISING AWARDS** (January 2007)

**Bronze Award** | *Penn Charter Magazine* | William Penn Charter School Alumni Magazine

**THE COMMUNICATOR AWARDS** (April 5, 2006)

**Award of Excellence** (first honors) | *HealthLink* | Brown and Toland Medical Group corporate magazine

**NEWSLETTER ON NEWSLETTERS 2005 NEWSLETTER AWARDS COMPETITION** (February 13, 2006)

**Gold Award** | *Your Child's Health* | Children's Medical Center of Dallas newsletter, best corporate-external newsletter

**17th ANNUAL APEX AWARDS** (July 5, 2005)

**Award for Publication Excellence: Design** | *HealthLink* | Brown and Toland Medical Group corporate magazine

**22nd ANNUAL HEALTHCARE ADVERTISING AWARDS** (May 2, 2005)

**Silver Award** | *Kidbits* | Huntsville Hospital for Women & Children newsletter, children's hospital

**Bronze Award** | *Kapi'olani Kids* | Kapi'olani Children's Hospital newsletter, children's hospital  
**Merit Award** | *Starting Out Healthy* | St. Joseph's Children Hospital of Tampa newsletter, children's hospital  
**Merit Award** | *Under the Rainbow* | Rainbow Babies & Children's Hospital newsletter, children's hospital

**THE COMMUNICATOR AWARDS** (April 14, 2005)

**Award of Distinction** (second honors) | *HealthLink* | Brown and Toland Medical Group corporate magazine  
**Award of Distinction** (second honors) | *Kapi'olani Kids* | Kapi'olani Children's Hospital medical newsletter  
**Honorable Mention** (third honors) | *Starting Out Healthy* (childhood obesity special report) | Special edition newsletter  
**Honorable Mention** (third honors) | *Weighty Solutions* (adult obesity special report) | Special edition newsletter

**NEWSLETTER ON NEWSLETTERS 2004 NEWSLETTER AWARDS COMPETITION** (February 22, 2005)

**Gold Award** | *Weighty Solutions* (adult obesity special report) | Print newsletter

**NATIONAL HEALTH INFORMATION AWARDS** (August 3, 2004)

**Merit Award** | *Your Child's Health* | Children's Medical Center of Dallas newsletter, hospital/health care system

**COLUMBIA SCHOLASTIC PRESS ASSOCIATION** (January 1988)

Honoring exemplary achievement in design, writing, photography, concept, and coverage

**Gold Crown Award** | *La Vie 1987* | The Pennsylvania State University Yearbook

**ASSOCIATED COLLEGIATE PRESS** (May 1988)

Honoring exemplary achievement in design, writing, photography, concept, and coverage

**Five-Star All American Award** | *La Vie 1987* | The Pennsylvania State University Yearbook

**BOY SCOUTS OF AMERICA** (May 1983)

**Eagle Scout Award** | *Troop 51* | Carlstadt, NJ

**MORE ONLINE**



View and download samples of my work at [www.davidbeagin.com](http://www.davidbeagin.com)

My work in publication design: [issuu.com/davidpsu](http://issuu.com/davidpsu)

Professional Profile: [linkedin.com/in/davidbeagin](http://linkedin.com/in/davidbeagin)

My latest video for Penn State alumni: [davidbeagin.com/video-presentation](http://davidbeagin.com/video-presentation)