

Beth Curley

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bethcurley.net

MARKETING/GRAPHIC DESIGN

Expertise in Graphic Design - Print and Web

Creative professional with over 14 years experience in marketing and graphic design. To view my portfolio, please visit bethcurley.net. For the past 14 years I have been the Director of Marketing and Resident Graphic Designer for Charleston Stage, South Carolina's largest professional theatre company in residence at the Historic Dock Street Theatre in Charleston, SC. I am an avid supporter of the arts and equally passionate towards marketing and graphic design. I'm also a freelance graphic designer for local businesses in Charleston.

AREAS OF EXPERTISE

- Graphic Design (Print and Web)
- Website Management
- Content Management
- Database Management
- Adobe InDesign
- Joomla
- Google Docs
- Communications
- Photo Editing/Retouching
- Digital Marketing
- Data Analysis and Trends
- Adobe Photoshop
- Salesforce/Patron Manager
- Voice-over Work
- Public Relations
- Social Media Marketing
- Email Marketing (Mailchimp/Constant Contact)
- Budget/Cost Control
- Adobe Illustrator
- Microsoft Office
- Freelance
- Advertising
- Arts Management
- Branding
- Mac OSX
- Adobe Bridge
- Google Analytics
- Multitasking

PROFESSIONAL EXPERIENCE

CHARLESTON STAGE • Charleston, SC (2006 - Present)
Director of Marketing/Resident Graphic Designer

- Established brand identity for company website, marketing collateral, promotional materials and social media sites
- Conceptualized and designed all print collateral: logos, brochures, pamphlets, flyers, posters, newsletters, rack cards, postcards, print ads, billboards, business cards, stationary and invitations
- Designed all digital communications such as e-newsletters, email campaigns, social media ads and campaigns, digital billboards, and web designs such as icons, banners, email headers and web ads
- Managed and maintained company website (Joomla), email database (Mailchimp/Constant Contact), photo archives (Flickr) and video archives (Vimeo)
- Dynamic networker that established partnerships and relationships with local organizations, vendors and media
- Created, implemented and managed season membership campaigns and programs tracking ROI and retention which surpassed budgeted income goals by 18%
- Reported, tracked and analyzed campaigns proving success in strategies and return in ticket sales with events surpassing budgeted income goals by 30 - 40%
- Developed strategic marketing campaigns to build tourism income which has risen 10% over the past few years
- Managed the outsourcing of all marketing materials with print vendors as well the coordination and distribution of all direct mail pieces
- Administrated all communications for general media requests by writing and coordinating the release of press releases, supplying photos with general play information and promoting shows via event online submissions and calendar listings
- Managed and maintained website by updating and displaying the most up to date play information and company news
- Assisted in show photography for marketing/archival purposes and created photo galleries to display on company website and social media sites.
- Implemented all photo editing and retouching of production photos and artist headshots
- Created photo galleries and trailers for all productions and maintained these archives
- Solicited program advertising sales and surpassed income goals by 20%
- Voice-over work in radio ad spots

FREELANCE GRAPHIC DESIGN

CHARLESTON BUSINESSES • Charleston, SC (2003 - Current)
Graphic Design - Print and Web

- Conceptualized, created and designed a vast array of marketing materials for Charleston businesses such as Domicile Real Estate Brokerage, Charleston Horticultural Society, Lowcountry Marine Mammal Network, Storytree Children's Theatre, TheatreTeacher.org, What If? Productions, Queen Street Playhouse and Stephanie Burg/Board Certified Nutrition and Lifestyle Coach

EDUCATION

ST. AMBROSE UNIVERSITY • Davenport, Iowa • Bachelor of Arts in Graphic Design, Fine Arts and Theatre, 2003