

Beth Curley

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MARKETING/GRAPHIC DESIGN

Expertise in Graphic Design - Print and Digital

Creative professional with over 18 years experience in marketing and graphic design. To view my portfolio, please visit bethcurley.net. For the past 18 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 Digital)
- Website Management
- Content Management
- Database Management
- Adobe InDesign
- Adobe Bridge
- Google Analytics
- Communications
- Photo Editing/Retouching
- Digital Marketing
- Data Analysis and Trends
- Adobe Photoshop
- Salesforce/Patron Manager
- Google Ads /Google Docs
- Public Relations
- Social Media Marketing
- Email Marketing (Mailchimp/Constant Contact)
- Budget/Cost Control
- Adobe Illustrator
- Joomla
- Voice Over Work
- Advertising
- Arts Management
- Branding
- Mac
- Adobe Lightroom
- Microsoft Office
- Multitasking

PROFESSIONAL EXPERIENCE

CHARLESTON STAGE • Charleston, SC (2006 - Present)

Director of Marketing/Resident Graphic Designer

- Dynamic networker that established partnerships and relationships with local organizations, vendors and media
- Possesses knowledge of Salesforce, a software that holds 40,000+ patron records, including important donors, sponsors and ticket buyers, and processed donations and ticket orders through the system while maintaining a clean database of client records.
- Established brand identity for company website, marketing collateral, promotional materials and social media platforms
- Conceptualized and designed all print collateral: logos, brochures, pamphlets, flyers, posters, newsletters, rack cards, postcards, print ads, billboards, business cards, stationary, invitations, and more
- Designed all digital communications such as e-newsletters, email campaigns, social media ads and campaigns, Google ads, digital billboards, and web designs such as icons, banners, email headers and digital ads
- Managed and maintained company website (Joomla), all of Charleston Stage's social media platforms (Instagram and Facebook), patron records in Salesforce, email database (Mailchimp/Constant Contact), photo archives (Flickr), and video archives (Vimeo)
- Created, implemented and managed season membership campaigns and programs tracking ROI and retention which successfully reached budgeted income goals every season
- Implemented, reported, tracked and analyzed campaigns proving success in strategies and return in ticket sales with events surpassing budgeted income goals by 26%
- 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 productions via event online submissions and calendar listings
- Managed, built, 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, social media platforms, and on Flickr
- Implemented all photo editing and retouching of production photos and company photos
- Created photo galleries and trailers for all productions and maintained these archives on Flickr and Vimeo
- Solicited program advertising sales and surpassed income goals by 15%
- Assisted in answering phones and providing customer service for Box Office calls along with processing ticket sales
- Voice over work in radio and television ad spots

FREELANCE GRAPHIC DESIGN

CHARLESTON BUSINESSES • Charleston, SC (2003 - Present)

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, What If? Productions, Queen Street Playhouse, Stephanie Burg/Board Certified Nutrition and Lifestyle Coach, Northern Roots Hair Salon, and Jardín Bonita

EDUCATION

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