

BECKY CONNELL SWANSON



VISUAL Communication

CONTACT

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LaGrange Park, IL

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ONLINE PORTFOLIO

www.beckyswanson.me

SKILLS

Adobe CC	*****
InDesign	*****
Photoshop	*****
Illustrator	****
LightRoom	*****
MS Office	*****
Power Point	****
Digital Photography	*****
Attention to detail	*****

AWARDS

New York International Advertising Festival - Gold, Creativity Competition
- Certificate of Distinction, Chicago
International Film Festival - Silver,
Sports Magazine Marketing Competition - First Place, FIMA
Award, Society of Illustrators, Ceba
Award - First Place, Photo Design
Annual - Best use of Stock Photo,
Mobius - Second Place, Art Direction
- Best Public Service Campaign,
Creativity Competition - Certificate
of Distinction, Best of DMB&B
Worldwide - Certificate of Distinction,
DMB&B Penalty of Leadership Award

EDUCATION

Bachelor of Fine Arts
Advertising Design

Columbus College of Art & Design

Continuing studies in Photography &
Creative Writing

EXPERIENCE

SureWerx USA

Creative Marketing Manager

2014 - 2021

Managing all aspect of the advertising department for safety products
Marketing, brand identity, media, budget, website development, trade shows,
packaging, photography, ecommerce and email

- Concept development, design, copy and production for print ads, digital ads, Amazon A+ ads, brochures, sales flyers, product catalogs and new product announcements
- Negotiate and hire vendors and printers
- Art direction of photographers, illustrators and designers
- Media planning for digital banners, print ads for trade publications and new product showcase
- Photograph products and product applications, curate image library
- Website design and maintain updates
- Design and art direction on trade show booth
- Design new up-to-date packaging for over 1200 products
- Create email marketing campaigns for new product announcements
- Design point of purchase displays
- Maintain tight deadlines and manage budgets
- Manage team of designers

Becky Swanson Photography

Professional Photographer

2008 - 2014

Digital photography, retouching, graphic design, client relations
sales, file management

Ogilvy & Mather, DDB Needham, J. Walter Thompson and EHS Health Care

Freelance Art Direction

1993 - 2008

Layout & design, art direction of photography for monthly publications, logo
designs, brochures, print and direct mail

DMB&B Chicago

Art Director

1985 - 1993

Concept development, layout and typographical designs for advertisements
and collateral including magazine, newspaper ads, brochures, point of
purchase displays, billboards, direct mail & Video. Manage project from
concept through final production. Negotiating with outside vendors and
supervising production artists, photographers and illustrators

List of Products: Sellstrom Safeguards, Jackson Safety Brands, Pioneer Safety
Apparel, Peakworks, Due North Traction Aids, American Forge and Foundry,
Louis Kemp Seafood, Kraft Foods, LaSalle Bank, EHS Health Care, South
Shore Hospitals, American Bar Association, Amoco, Marriott Hotels, American
Dairy Association - Cheese, Milk, Ice Cream and the Real Seal, DiGiorno Pasta,
Motorola, Wilson Sporting Goods, WBBM-TV Channel 2 News, Shopko,
Childcraft Books, World Book, Allied Van Lines, Hillshire Farm, Centel, Stone
Container, Stiffel Lamps, WFYR Radio, Blistex, Jensen Speakers