

Beth Ann Johnson

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A multi-faceted marketing, sales and design professional providing:

- Master-level Graphic Design • Deadline Oriented Management • Multi-Media Content Strategy
- Professional Editing • Savvy Media Buying • Proven Sales Expertise • Client Relations Coordination
- Team Motivating Direction • Growth Oriented Environment • Solid Customer Service Mentoring

...and possessing extensive experience in Apple Macintosh Desktop Publishing Systems, Adobe CS6 Professional, QuarkXPress, Acrobat Distiller, various prepress hardware/software, as well as a working knowledge of Windows Office Suite programs.

Achievements

Conceived, implemented and coordinated national sales/marketing campaigns for the country's largest calendar and specialty advertising company. **RESULT:** A sales force of 1,500 nationwide was able to achieve satisfactory customer relations and stay motivated to attain and maintain sales goals of more than \$60 million annually.

Reorganized the branding processes and advertising initiatives for Indiana's largest independent telecommunications company. **RESULT:** A substantial decrease in unused or wasted collateral. As well as, providing a smoother project management structure for future marketing initiatives.

Coordinated events, destinations and national presentations — including, but not limited to visual production, scripts, executive speeches and venue planning for a national sales agency. **RESULT:** A decade of successful sales conventions, trade shows and professional gatherings, thus cementing an already stellar corporate image.

Co-founded a weekly newspaper and companion website in a small, southern Indiana community in which the daily newspaper had been purchased and closed. **RESULT:** Within 18 months, a circulation of 2,000 print subscribers was realized and the online edition averaged more than seven million hits a month.

Managed telesales for a Central Ohio daily newspaper with a focus on new product initiatives and revenue enhancement products. **RESULT:** Two original publications — *Fine Old Things*, an antique guide, and *T-Rock*, a monthly rock music magazine, were the highest per-capita grossing publications in Thomson Newspapers' Central Ohio division.

Oversaw the pilot project of full electronic production for the *Coshocton Tribune* in Central Ohio. **RESULT:** This project was the standard-bearer for all electronic transmission projects for Thomson Newspapers throughout the United States, Canada and the United Kingdom. It included scratch-developing processes to ensure an entire daily newspaper arrived at the remote print site 35 miles away – complete, accurate, on time and press-ready at the receiving end. Originally slated as a six month, \$250,000 project, it was successfully completed in four months at a savings of \$50,000.

Managed the advertising department at a southern Indiana daily newspaper. **RESULT:** The number of non-traditional advertisers tripled in the first three months. Included in this task was the sale and production of a special section honoring World War II veterans. It was the largest single section ever produced by the newspaper.

Designed and produced all corporate marketing materials and partner organizations' advertising for a Southern Kentucky federal governmental agency. **RESULT:** The Center for Rural Development was able to sever its cost-prohibitive ties with several design firms and regain control of its image and improve public perception.

Developed, designed and produced a monthly real estate magazine in Coshocton, Ohio. **RESULT:** The 35,000-circulation magazine operated in the black from its inception, substantially shoring up the newspaper's profit-and-loss statement.

More

Experience**Senior Art Technician**

American Trim – Sidney, Ohio
August 2014 – Present

Prepare precision multi-layer art for production in a cutting-edge industrial screen print facility.

**Media and Promotions Coordinator
Graphics Designer**

Smithville - Ellettsville, Indiana
July 2008 – September 2013

Purchased all advertising, including print, broadcast, outdoor, and giveaways with an emphasis on strengthening the brand. Responsible for brand content, press releases, media responses, customer correspondence, corporate image pieces and final editing of contracted PR materials. Created ad campaigns including brochures, product packaging, radio scripts, retail and public events support materials. Coordinated all corporate sponsorships, donations, and community support efforts.

Co-owner/Advertising Manager

Bloomfield Free Press - Bloomfield, Indiana
March 2006 – June 2009

Sold and produced all advertising, gathered news and composed articles, took news/advertising photos, assisted in final production of newspaper, acted as proofreader, handled office duties including circulation and delivery coordination and various secretarial functions.

Graphic Designer/Sales

Baugh Enterprises - Bloomington, Indiana
March 2003 – August 2006

Handled all design duties for a commercial print house with a large commercial mailing operation. Also responsible for prepress /preflight preparations. Sold printing, apparel and promotional products as well.

Copy and Print Center Manager

Office Depot, Inc. - Bloomington, Indiana
July 2002 – March 2003

Supervised a staff of four. Duties included customer interaction, sales, graphic design, and ordering Copy Center supplies.

Director of Advertising and Marketing

Miles Publishing Company, Inc. - Evening World – Bloomfield, Indiana
May 2001 - July 2002

Responsible for local and national advertising sales quotas, scheduling, special promotions, sales and graphics personnel.

Communications Department Graphic Design Specialist

The Center for Rural Development - Somerset, Kentucky
December 1999 - May 2001

Conceptualized and designed all corporate advertising and marketing materials, as well as those required by Lake Cumberland Performing Arts, a professional theater division of The Center. Speech writer and program development for executive director and professional guest speakers.

Promotions Coordinator

Community Newspaper Holdings, Inc. - The Commonwealth Journal – Somerset, Kentucky
March 1999 - December 1999

Provided informational and organizational support to advertising sales personnel. Coordinated national advertising.

**Graphics and Technology Manager
Telemarketing Manager**

Thomson Newspapers, Central Ohio - Coshocton Tribune – Coshocton, Ohio
May 1994 - March 1999

Supervised the graphics and prepress departments for an 8,500 circulation daily newspaper. Gross revenues average \$3.5 million annually. Maintained and upgraded hardware and software for the paper's multi-use, Macintosh-based computer network for the graphics and editorial departments and the IBM-based computer system in the sales and business office. Also managed the telemarketing (telesales) department for two years.

Resident Manager

Cardinal Apartments – Bellflower Apartments - Coshocton, Ohio
November 1992 - May 1994

**Sales Promotion Assistant
Publications Editor**

JJI Sales Associates, Inc. – Coshocton, Ohio
June 1981 - November 1992

Education & Specialized Training

- Attended Central Ohio Technical College - Marketing and Business Management major - GPA 3.87/4.0
- Certified Impact Team Facilitator, *Corporate LifeCycles*
- Leadership Greene County 2006 – Representative for the Bloomfield (Indiana) Chamber of Commerce
- Microsoft Excel Basic and Beyond the Basics Training, *Fred Pryor Seminars/CareerTrack*
- 2015 Power of the Pen Competition - Master Judge, Regional Level