



Beth Story | Art & Creative Direction

storycreativdesign.com | Studio: 508.529.6842 | Mobile: 508.930.1396

Conscientious creative professional with a diverse background in branding, concept development, art direction and graphic design. Strong track record of helping major brands meet marketing objectives with progressive online and offline strategies. Expertise in retail, consumer electronics, financial, medical and sports industries.

EXPERIENCE **STORY CREATIVE DESIGN | FREELANCE ART DIRECTOR | 2008 – Present**

Independent creative consultant specializing in branding and art direction for a wide range of clients.

- Conceive, design and deploy innovative creative solutions
- Strategize and evolve brands for maximum growth
- Develop creative pitch materials and manage new business pitches

Clients: BJ's, Boston College, Boston Interiors, Catalyst B2B, Cigna Insurance, Craft Boston, Cybex International, Experia Branding Group, Lutron Electronics, MullenLowe US, RDW Group, Reebok, TJX, The Wilde Agency

MULLEN LOWE ADVERTISING | SENIOR ART DIRECTOR | 2005 – 2017

Developed and executed creative materials including advertising, direct mail, online marketing, collateral/POP. Active contributor to collaborative team of copywriters, account management and production colleagues.

- Developed and executed successful direct mail campaigns for HSBC, GM and US Cellular
- Crafted innovative concepts for new business pitches for USAA, NASCAR and Best Buy

BOSE CORPORATION | ASSOCIATE CREATIVE DIRECTOR | SENIOR ART DIRECTOR | 1995 – 2004

Associate Creative Director | 1998 – 2004

Managed creative for the Retail Direct Group's print and electronic media including cross-channel platforms, product launches and customer-facing collateral: POP, graphics and demonstration materials for Bose stores worldwide. Provided strategic direction and consultation on creative concepts. Developed and maintained schedules, teams and budgets for internal clients and vendors.

- Successfully balanced hands-on design with management of creative staff
- Managed project schedules and milestones with strict adherence to budgetary constraints
- Established/streamlined procedures that invigorated operational efficiency without sacrificing quality
- Designed an exceptional retail store experience through photography, promotional graphics and video demonstration displays

Senior Art Director | 1995 – 1998

Responsible for maintaining Bose brand identity with innovative visual solutions for print and electronic media. Developed and launched advertising campaigns, interactive product displays, POP/promotional materials, permanent graphics, packaging and corporate video productions.

- Recognized for visual solutions that successfully revolutionized the Bose brand
- Collaborated with clients and account teams to develop strategies and budgetary parameters
- Completed highly-regarded management training program to capitalize on leadership skills

WILLIAM SNYDER DESIGN, INC., New York, NY

Senior Designer / Creative Director | 1990 – 1995

Supervised design and production staff, helped establish office policies and procedures with company president; managed individual clients and projects.

Clients: ABC and USA Television Networks, American Movie Classics, AT&T, Chase Manhattan Bank, Exxon Company, Merrill Lynch Capital Partners, Rainbow Programming, TNT Broadcasting Network.

EDUCATION **Maine College of Art | BFA | With honors | Graphic Design and Photography**
Mass College of Art | Continuing Education; Web Design
Parsons School of Design | New York, NY | Graphic Design Certificate Program
Clark University | Framingham, MA | Web Design and Production

SKILLS **Skilled in | InDesign, Photoshop and Illustrator**
Proficient in | After Effects, Power Point and Microsoft Word
Working knowledge of | HTML, CSS