

BRADLEY J. BETHEL JR.

(716) 308-9204 – Pittsburg, CA

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VISUAL COMMUNICATIONS

We all want to be seen and heard. My past and present clients used to struggle with the time-consuming challenges of marketing and communications. They were falling behind the rest of the world as time marched on. That is why I combined my passion for Graphic Design and Community Planning to give non-profits, small businesses, and entrepreneurs a voice in our ever-changing society!

SKILLS

ADOBE CREATIVE SUITE: Illustrator, Photoshop, InDesign, Premiere Pro, Audition, After Effects

GOOGLE SUITE: Gmail, Drive, Calendar, Meet, Slides, Forms, Ads

MARKETING: Word Press, WiX, BlackBaud. Asana, Constant Contact, Canva, Figma, Event Brite, MailChimp

SOCIAL MEDIA: Facebook, X, Instagram, LinkedIn

MICROSOFT OFFICE SUITE: Word, Excel, Power Point, One Note, Publisher, Teams

APPS: Windows, Mac

CAREER EXPERIENCE

- ❖ **GRAPHIC DESIGN CONSULTANT** **January 2016 – present**
BJB Multimedia – Pittsburg, CA
Creates marketing and graphic design strategies for single and group clients. Provides posters, brochures, and videos for events and exhibitions using Illustrator, Photoshop, InDesign, and video presentations using After Effects. Improves visual branding for small businesses and non-profit organizations.

- ❖ **RESEARCH ASSOCIATE** **April 2013 – present**
Restore Our Community Coalition - Buffalo, NY
Designs visual branding and storytelling campaign for award-winning community development program through WordPress, Illustrator, and Photoshop. Assists Executive Director and Chairperson with the strategic organization of case studies, press releases, presentations, event planning, and social media content for new transportation policy. Engaged membership with twenty new partnerships and 4,000 new individual supporters.

- ❖ **DIRECTOR OF MARKETING & COMMUNICATIONS** **September 2023 - March 2024**
Children's Day School - San Francisco, CA
Initiated strategic communications for internal and external outreach among staff, faculty, and board members to tell the story of a co-educational institution. Increased school's brand presence that distinguished it from competing Pre K-8 schools in San Francisco.

- ❖ **WEBMASTER & GRAPHIC DESIGNER** **May 2021 – August 2023**
Pacific School of Religion – Berkeley, CA
Managed website and graphic design objectives. Served as communications liaison to reinforce branding awareness for campus programs and events. Maximized participation of mission-centric students, alumnx, and donors to the institution.

- ❖ **GRAPHIC DESIGNER** **February 2019 – August 2020**
The Salvation Army Kroc Community Center – Suisun City, CA
Collaborated with manager on branding strategy for year-round programs and events. Designed posters and banners with Illustrator and Photoshop, assisted with photography of events, and published new Branding Book with InDesign to re-establish the center's visual identity. Improved the public profile for one of twenty-six Salvation Army Kroc Centers nationwide.

- ❖ **COMMUNICATIONS MANAGER** **May 2017 – August 2018**
Preservation Buffalo Niagara - Buffalo, NY

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Redesigned website with WordPress and relaunched the newsletter with InDesign for an architectural preservation organization. Revived marketing outreach through new partnerships and community events. Secured three local landmark designations through twelve new partnerships and over 100 individual new members.

VOLUNTARY EXPERIENCE

- ❖ **BOARD MEMBER** **March 2017 – June 2018; January 2021- present**
Locust Street Neighborhood Art Classes, Inc. - Buffalo, NY
Collaborated with a revitalization team for a non-profit art institute during a period of transition. Recorded monthly board meetings, signed checks, and approved payroll. Established a long-range plan that improved personnel and community outreach relationships.
- ❖ **GUEST AUTHOR** **August 2013 - present**
Buffalo Rising - Buffalo, NY
Publishes informational articles for a blog promoting arts, culture, history, and community planning in Western New York.
- ❖ **PARTICIPATORY BUDGET DELEGATE** **April 2015 – April 2016**
Clean Air Coalition, Buffalo, NY
Served as liaison for an under-represented community for Buffalo's inaugural Participatory Budget program. Introduced the "Little Free Libraries" program, which brought five little libraries to Buffalo's Masten Council District on an \$8,000 budget.
- ❖ **GRAPHIC DESIGN INTERN** **October 2014 – January 2015**
Abbey Mecca & Company - Buffalo, NY
Designed logos, posters, and brochures using Adobe Creative Suite. Assisted on branding and advertising material for a comprehensive advertisement agency.

AWARDS & HONORS

- ❖ **CERTIFICATE OF COMPLETION for the concentration of CRAFTING COMMUNITY NARRATIVES** **2020**
Congress for New Urbanism – Washington, DC
- ❖ **PRESERVATION AWARD for EDUCATION, OUTREACH, and PLANNING** **2019**
Preservation Buffalo Niagara – Buffalo, NY
- ❖ **CERTIFICATE OF NATIONAL SERVICE** **2017**
Corporation for National & Community Service - Buffalo, NY
- ❖ **WILLIAM DORSHEIMER COMMUNITY PARTNER AWARD** **2016**
Buffalo Olmsted Parks Conservancy - Buffalo, NY

EDUCATION

- ❖ **Continuing Education Diploma, Entrepreneurship in Creative Arts**
Buffalo State University - Buffalo, NY
- ❖ **Master of Fine Arts Degree, Visual Communications**
Rochester Institute of Technology - Rochester, NY
- ❖ **Bachelor of Arts Degree, Environmental Design**
State University of New York at Buffalo - Buffalo, NY