

BRADLEY BETHEL JR.

CONTACT



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<http://www.bjbmultimedia.com>

SKILLS

- **ADOBE CREATIVE SUITE:**
Illustration, Photoshop, InDesign, Premiere Pro, Audition, After Effects
- **GOOGLE SUITE:** Gmail, Drive, Calendar, Meet, Slides, Forms, Ads
- **iWORK SUITE:** Pages, Numbers, Keynote
- **MARKETING & COMMUNICATIONS:**
Photography, Word Press, WIX, BlackBaud, BLOX, Canva, Figma, Issuu, Asana, Constant Contact, MailChimp, Event Brite, Motion Graphics, eCommerce, Shopify
- **SOCIAL MEDIA:** Facebook, X, Instagram, LinkedIn
- **MICROSOFT OFFICE SUITE:**
Word, Excel, PowerPoint, SharePoint, One Note, Publisher, Teams
- **APPS:** Windows, Mac

VOLUNTARY EXPERIENCE

- **BOARD MEMBER - Locust Street Neighborhood Art Classes, Inc.,**
Buffalo, NY, 03/2017 - 06/2018; 01/2021
– present: Collaborates with a revitalization team for a non-profit art

Proficient communications specialist who is passionate and knowledgeable about visual arts, marketing resources, and community outreach. 14 years of experience providing successful business services to non-profits, small businesses, educational institutions, and entrepreneurs.

WORK HISTORY

January 2025 – present

GRAPHIC DESIGNER/PRODUCTION ARTIST *Brentwood Press & Publishing*, Brentwood, CA

- Designs and updates advertisements for local newspaper and seasonal magazines, bolstering regional outreach and stronger brand recognition for local businesses.
- Composes and edits effective videos for website, providing multi-layered news content for community development.
- Established publisher as top news source for growing business investments in East Contra Costa County.

January 2016 – present

GRAPHIC DESIGN CONSULTANT *BJB Multimedia*, Pittsburg, CA

- Spearheaded rebranding initiatives for multiple clients, leading to an enhanced market presence and stronger brand recognition.
- Delivered impactful presentations to clients, such as sneaker space, showcasing the value of proposed solutions in addressing community goals and challenges.
- Reduced costs for clients by identifying opportunities to optimize visual elements of products without compromising quality or effectiveness.

April 2013 – present

RESEARCH ASSOCIATE *Restore Our Community Coalition*, Buffalo, NY

- Designs visual branding and storytelling campaign for award-winning community development program, ensuring timely completion of deliverables using project timelines and high-quality standards.
- Assists Chairperson and supports stakeholder engagement with the strategic organization of regular communication of research updates and findings, case studies, press releases, event planning, mail listings with Excel, presentations with PowerPoint, and social media messaging for new economic and environmental policy.
- Improved website and social media UI to engage membership with 20 new partnerships and 5,000 new individual supporters.

September 2023 - March 2024

DIRECTOR OF MARKETING & COMMUNICATIONS *Children's Day School*, San Francisco, CA

institute. Established a long-range plan that improved personnel and community outreach relationships.

- **AUTHOR - Buffalo Rising**, Buffalo, NY, 08/2013 – present: Publishes educational articles for a blog promoting arts, culture, history, and community planning in Western New York.
- **PARTICIPATORY BUDGET DELEGATE - Clean Air Coalition**, Buffalo, NY, 04/2015 - 04/2016: Served as liaison for an under-represented community for Buffalo's inaugural Participatory Budget program. Introduced the 'Little Free Libraries' program, which provided five little libraries to Buffalo's Masten Council District with an \$8,000 budget.
- **GRAPHIC DESIGN INTERN - Abbey Mecca & Company**, Buffalo, NY, 10/2014 - 01/2015: Designed logos, posters, and brochures using Adobe Creative Suite. Assisted on branding and advertising material for a comprehensive advertisement agency.

AWARDS

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

- Enhanced internal communications and provided high-quality presentations for a co-educational school, streamlining processes and improving overall team efficiency.
- Improved website visibility and strategized social media outreach through the development and implementation of SEO strategies.
- Oversaw creative direction for marketing materials against competitors, fostering community engagement through consistent branding across all touchpoints.

May 2021 - August 2023

WEBMASTER & GRAPHIC DESIGNER *Pacific School of Religion*, Berkeley, CA

- Enhanced website performance by implementing custom applications using WordPress, motion graphics, optimizing images, user experience, and overall site structure.
- Coordinated with communications, admissions, and development to reinforce branding awareness for campus programs and events
- Maximized participation among mission-driven students, alumni, and donors by creating visually appealing and impactful graphic designs and presentations for various marketing materials.

February 2019 - August 2020

GRAPHIC DESIGNER *The Salvation Army Kroc Community Center*, Suisun City, CA

- Conceptualized creative designs for print materials, banners, and signs, using fundamentals when selecting typography, composition, layout, and color in design work.
- Created image files for use in digital and traditional printing methods.
- Published a new Branding Book with InDesign to re-establish the center's visual identity, improving membership attendance and public profile for one of twenty-six Salvation Army Kroc Centers nationwide.

May 2017 - August 2018

COMMUNICATIONS MANAGER *Preservation Buffalo Niagara*, Buffalo, NY

- Developed compelling content for the organization's website and social media channels, driving user engagement and conversions.
- Created key message frameworks and compelling visual assets to ensure consistent messaging across multiple platforms, enhancing brand consistency and recognition within the organization.
- Revived marketing outreach by securing twelve new partnerships and over 100 individual new members through community events.

EDUCATION

Continuing Education Diploma Entrepreneurship in Creative Arts
Buffalo State University, Buffalo, NY

Master of Fine Arts Degree in Visual Communications
Rochester Institute of Technology, Rochester, NY

Bachelor of Arts Degree in Environmental Design
State University of New York At Buffalo, Buffalo, NY