

BRADLEY BETHEL JR.

CONTACT



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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, Canva, Figma, Issuu, Asama, Constant Contact, MailChimp, Event Brite

SOCIAL MEDIA: Facebook, X, Instagram, LinkedIn

MICROSOFT OFFICE SUITE: Word, Excel, Power Point, 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 institute. Recorded monthly board meetings, signed checks, and approved payroll. Established a long-range plan that improved personnel and community outreach relationships.

Proficient communications specialist who is passionate and knowledgeable about brand development, marketing materials, graphic design, community planning, and website maintenance. 13 years of experience providing successful business services to non-profits, small businesses, educational institutions, and entrepreneurs.

WORK HISTORY

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, 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, while maintaining 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 user experience to engage membership with twenty new partnerships and 5,000 new individual supporters.

September 2023 - March 2024

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

- Enhanced internal communications for a co-educational school, streamlining processes and improving overall team efficiency.
- Improved website visibility and strategized social media outreach through 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

- GUEST AUTHOR, Buffalo Rising, Buffalo, NY, 08/2013 - present, publishes informational 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

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

- Enhanced website performance by implementing custom applications using WordPress, 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 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 digital image files for use in digital and traditional printing methods.
- Published 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 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.

October 2016 – March 2017

FINANCIAL EDUCATION SPECIALIST *The Service Collaborative of Western New York, Buffalo, NY*

- Collaborated with cross-functional teams through an AmeriCorps assignment procedures to deliver quality service for the United Way of Buffalo & Erie County.
- Provided Power Point presentations about financial literacy for the Creating Assets, Savings, and Hope (CASH) Coalition to achieve project goals on time and within budget.
- Earned certificate by serving low and middle-class clients during the 2016-2017 tax season.

EDUCATION

Master of Fine Arts Degree Visual Communications
Buffalo State College, Buffalo, NY

Bachelor of Arts Degree Environmental Design
Rochester Institute of Technology, Rochester, NY

Continuing Education Diploma Entrepreneurship in Creative Arts
State University of New York At Buffalo, Buffalo, NY