

BAILEY M BENTON

EIDSON, TN 37731

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1-772-538-4529

I am a woman with a driven work ethic with a focus on Graphic Design, Video Work, Social Media, Content Creation & Marketing, Data Management, Website Design, and UX/UI. I look forward to discussing our future business opportunities!

Authorized to work in the US for any employer.

Specialties: Email Design, Video Editing, Voice-over, Copy-writing, Social Media Marketing and Online Presence, Content Marketing/Creation, Logo Design, Ad Design, UX/UI Interfacing, Premier Pro, After-effects, MS Office, Creating Clever Ads & Videos Commercials, Photoshop, Illustrator, InDesign, Dreamweaver, Wrike, Zoho CRM, DAX and more.

On a personality level, she is hard working, excellent at multitasking and organization and works great in a team setting or remote.

WORK EXPERIENCE

DIGITAL MARKETING SPECIALIST

Indrio Brands - Vero Beach, FL

April 2021 to Present

Bailey is a professional, hard-working, and detail-oriented Digital Marketing Specialist for Indrio Brands, LLC. This position started as an in-office position and has been remote since October 2021. At Indrio Brands, Bailey handles all e-mail marketing, video work and other marketing needs for several different national brands under the Indrio Brands umbrella such as Hale Groves, Pittman & Davis, Sun Harvest Citrus and Yarden.com. She also helps manage social media presence for these brands as well creating and designing graphic content for printed & online publications such as recipe books or catalogs when needed. Please don't hesitate to ask about this current position!

GRAPHIC DESIGNER / CS MANAGER

IDProductsource - Port Saint Lucie, FL

May 2017 to April 2021

IDProductsource is a company that specializes in custom promotional products. As a graphic designer for this company, I had a wide array of different responsibilities. Such as, product photography/videography, email design, digital flyers, banners, online ads, filming, video editing, voice-over, animation, social media content, design proofs for print and more. Some of which you can see in my portfolio. On the administration side, I managed a customer service team, took on customer service calls, and attended and worked several ASI conventions.

ADMINISTRATIVE ASSISTANT / GRAPHICS AND MARKETING SPECIALIST

The Terrio Group - Port Saint Lucie, FL

March 2016 to May 2017

At The Terrio Group, I took appointments and keep the calendars for multiple financial advisors and businesses within to make sure their day to day paperwork for clients are prepared and ready. I took care of the reception area as input all client information into our CRM program. I was also tasked with sending out email blasts and newsletters while making at least 50 marketing calls a day to our client leads as well as assist in marketing for the company.

I ran and updated weekly, 3 different websites for this company as well as 2 others. I created logos and brochures for these companies and their clients as needed. Along with doing back office work and staying on top of new and creative ways to market and advertise, whether it be digital or through social media. While doing this I also booked around 100 clients a week to come in for tax and other financial services as well. This involved preparing paperwork and making confirmation calls while doing multiple other duties.

ADMINISTRATIVE ASSISTANT / PR & MARKETING

North Missouri Center for Youth and Families - Chillicothe, MO

September 2014 to December 2015

Responsibilities: I helped the executive director in all things. I created and designed their website along with logos and artwork for upcoming fundraisers, as well as handle all social media.

Accomplishments

State Competition: Logo for After-school Works for the State of Missouri was designed, entered and won.

DIGITAL MARKETING CONSULTANT

Woody's Automotive Group - Chillicothe, MO

June 2013 to July 2014

Responsibilities

I kept track of all online presence including social media and website development. I did customer rating / walkaround vehicle videos. I also took detailed photos of vehicles and stocked them into the dealership. I did a lot of photo editing and marketing for the dealership.

Accomplishments

I have edited tons of videos, and done some print ads as well for the company! By doing what I did every day I was able to help the dealership to sell the vehicles on a daily basis as well as keep our reputation online positive and exciting. We did a lot of branding and re-branding for this company and expanded to several new locations.

Skills Used

Communication, Precision, Creativity, and Time Management, as well as camera skills video and photography.

EDUCATION

BA IN GRAPHIC DESIGN AND FINE ARTS AND GRAPHIC DESIGN

The Creative Center - Omaha, NE

2009 to 2012

DESIGN SKILLS/SOFTWARE

- Adobe Creative Suite (10+ Years)
- Website Design
- Premiere Pro
- After Effects
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Dreamweaver
- Microsoft Excel
- Microsoft Outlook
- Microsoft Powerpoint/Design
- Zoho Campaigns/CRM
- Quickbooks
- Social Media Marketing
- Time Management
- Search Engine Optimization (SEO)
- Video Production
- Branding
- Digital Marketing
- Graphic Design
- Layout Design
- Video Editing
- Blog Writing/Editing
- Filming
- Google Analytics
- Photography
- Typography
- Word Press
- Content Creation
- Proofreading
- Copy-Writing
- Voice-Over
- Google Analytics
- Logo Design
- UX/UI
- Customer Service
- Email Marketing
- Email Design
- Multiple Email Platforms

AWARDS

REGIONAL ADDY

March 2012

For my "Eye Candy" piece on the collegiate level. Piece can be viewed here on my portfolio site.