

# BETH MITCHELL

## GRAPHIC DESIGNER >

### Contact >

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bethmitchelldesign.com

425 891 2744

### Education >

Bachelor of Fine Arts

Academy of Art University, School of Graphic Design  
(2018–2023)

### Software Skills >

Adobe Suite, Wix Website Editor, Microsoft Suite,  
Figma, Google Suite, CapCut, Buzzsprout

### Skills >

Public speaking, presentations, team leading,  
multi-media communications, social media marketing,  
meeting with clients, package design, collateral  
marketing, publication and print, layouts, video/audio,  
video editing, content planning, UX/UI

### Leadership Experience >

President of Student Athlete Advisory Council  
Academy of Art University (2021–2023)

- Led 26 team representatives through NCAA initiative voting and business.

President of Student Athlete Advisory Council  
Pacific West Athletic Conference (2022–2023)

- Co-initiated the green bandana initiative, securing \$20,000 of funding for each of the 13 universities to enable coaches to obtain QPR mental health training certifications.

### Awards/Accomplishments >

Academic All-PacWest Team (2020–2023)

- Received upon earning above a 3.5 gpa

NFCA All-American Academic Award (2022–2023)

- Received upon earning a 3.8 gpa

### Publications >

Falls, J. (2022). "When User-Generated Content Creates Marketing Gold" CIPIO.ai. Retrieved from <https://blog.cipio.ai/user-generated-content-marketing-gold>

### References >

Furnished upon request

### Experience >

#### 2x4 Nutrition

Design Intern (*September 2021–May 2022*)

Junior Graphic Designer (*May 2022–February 2023*)

- Collaborated with junior and senior designers, creative director, CMO, and senior marketer to conceptualize and create graphics for a variety of materials, including the development of the 13 SKU "Better" line and five co-branded products, most notably the largest co-branding effort with Healthy Girl Kitchen.
- Managed end-to-end print processing, including file creation, packaging, release, communication with the printer, and supervision of production lab activities, ensuring seamless updates to supplement fact panels and leading junior designers in larger scale projects.
- Helped with proposal designs to secure contracts with major retailers like CVS and Walmart, including specific design, creation, and release of files for the "Better" line's shipping and display box in Walmart.
- Contributed to a comprehensive suite of Amazon assets with 4 slides per product across all SKUs, and engaged in a 2.5-month conceptualization period for the Healthy Girl Kitchen co-branded product.

#### Just B

Self-Produced Podcast (*February 2023–Present*)

- Produced and mixed high-quality audio using Shure M7 equipment and Adobe Audition, executing the entire process from content planning, recording, and editing to releasing MP4 files on hosting feeds and various audio sharing platforms.
- Amplified the podcast's presence through targeted social media marketing on Instagram, effectively growing the audience by over 10,000 followers in 4 months through the utilization of sneak peeks and engaging stories.

#### Social Media Marketing

Influencer Marketing (*September 2021–Present*)

- Achieved featured success with a FitnessSF promotion video, gaining 1.4M views and over 44,000 likes, and highlighted in a CIPIO article, affirming the effectiveness and impact of influencer marketing for the bay area company.
- Cultivated a dynamic social media presence, growing an audience to over 15,000 followers on Instagram and 150,000 followers on TikTok, showcasing the ability to engage and expand online communities.