

beth baker

CREATIVE DIRECTOR

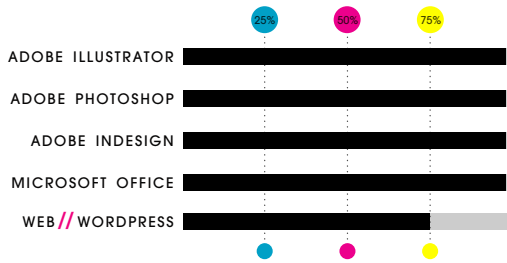


📍 RALEIGH, NORTH CAROLINA
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PROFILE

A proficient, multi-faceted, visual strategist with over twenty years of well-rounded experience. Highly skilled in brand development and design at every scale. Excels in multi-disciplinary creative leadership, with a focus on mentorship and collaboration. Successful in fast-paced, deadline-driven environments and working within strict or limited budgets. Proven track record of building mutually beneficial and long-lasting partnerships. Passionate and imaginative creator of innovative design and creative storytelling.

CORE SKILLS



- Creative and Art Direction
- Multi-disciplinary Team Management
- Marketing and Brand Strategy
- Brand Development and Management
- Design for Advertising and Marketing
- Public Information Design
- Event and Activation Design
- Photography and Photo Editing
- Copy Writing
- Vendor Coordination and Cultivation

EDUCATION

 ROCHESTER INSTITUTE OF TECHNOLOGY
Bachelor of Fine Art, Graphic Design
Rochester, New York • 2004

AWARDS

SUMMIT INTERNATIONAL AWARDS
Summit Creative Award
2019 and 2015 Award Winner

ORGANIZATIONS

SCHOOL OF ACROBATICS AND NEW CIRCUS ARTS
Board Member • Marketing Committee • 2018-2021
AMERICAN INSTITUTE OF GRAPHIC ARTS (AIGA)

NORTH CAROLINA COURAGE + NORTH CAROLINA FC // CREATIVE DIRECTOR

raleigh, north carolina • 2023 - present

Creative Director for the NWSL women's professional soccer club North Carolina Courage and for the men's USL Championship North Carolina FC. Lead of a multidisciplinary team of graphic designers, videographers, photographers, motion graphic designers, and freelancers.

Working to re-establish the brands of both clubs to bring them up to league standards, grow their fan base, and increase their brand equity in the community.

CLIMATE PLEDGE ARENA // ART, DESIGN, CREATIVE MANAGER

seattle, washington • 2021-2023

Creative Director and design lead for Climate Pledge Arena marketing, branding, and creative services. Provide direction and project management cross-departmentally and alongside tenant organizations, the Seattle Kraken and Seattle Storm.

Built brand identity, strategy, and equity with a first-in-industry, non-traditional naming rights partner. Developed and designed internal sub-brand programs that include Tours @ Climate Pledge Arena, Verizon Concert Series, and the NBA preseason Rain City Showcase.

Work with national and international concert promoters (Live Nation, AEG, Feld, etc.) to represent touring concert and event brands across all marketing media channels and extensive in-arena and Seattle Center Campus LED marketing assets.

Lead collaboration team on fan, guest, and artist activations.

Mentor and lead to a team of multi-disciplinary artists, and cultivated a unique-in-industry creative services department.

Developed and implemented robust creative, departmental, and organizational processes to maximize workflow efficiency, accuracy, production cost reduction, and flexibility.

SEATTLE SEAHAWKS // ART DIRECTOR, CONTRACT

seattle, washington • 2020-2021

Art direction and principal design of large scale installations, signage, and maps for COVID-19 protocols to ensure fan and staff safety upon return to stadium.

VULCAN ARTS + ENTERTAINMENT // ART DIRECTOR

seattle, washington • 2019-2020

Oversaw, developed, and managed visual strategies and brand development of a diverse portfolio of institutions consisting of Living Computers: Museum + Labs, Seattle Cinerama, Flying Heritage & Combat Armor Museum, and Seattle Art Fair.

Led and developed Seattle Art Fair brand approach for launch of new, first-in-industry, Collectors Circle membership program for high-net-worth art collectors. Additionally instrumental in development of new exhibitor facing collateral, another first for the Fair in 2020.

Provided creative direction, strategy, and design support for virtual events, fundraising initiatives, and critical announcements for each institution during COVID-19 pandemic.

Restructured and implemented new branding and creative strategy guidelines for Living Computers: Museum + Labs.

Drove research and implementation of new project management tools for entire Vulcan Arts + Entertainment division. Incorporation and execution allowed for greater efficiency/accuracy for creative conception and review, and centralization and transparency of projects between team members, departments, and institutions.

Generated additional revenue, attendance, and engagement for Cinerama through design elevation of film series promotional materials, concession signage, and branding assets.

SEATTLE CHILDREN'S THEATRE // GRAPHIC DESIGNER, MARKETING

seattle, washington • 2018-2019

Developed and applied cohesive brand strategy to greatly improve organization perception of a preexisting, unappealing logo, and re-branding package.

Created design and release blueprint for a multi-tiered subscription package that realized a 245% increase in first week subscription renewals from previous year.

BAKEREE DESIGN // CREATIVE DIRECTOR

lynnwood, washington • 2012-present

Developed award winning brand strategies and design programs for several Pacific Northwest businesses.

Retained and maintained long-term contracts with Santa Monica's Big Blue Bus for art direction and creation of advertising and informational packages for quarterly service changes and community initiatives. Expertly executed designs while also working in collaboratively with multiple designers and agencies to achieve common project goals.

Led advertising and development design initiatives with local non-profit organizations which increased community engagement and financial contributions.

Supported bespoke private event client visions through cost efficient and elegant designs, with high attention to detail, for invitations, event materials, and announcements. Responsible for all phases of projects from bid and vendor coordination, through design and production.

ILIUM ASSOCIATES // ASSOCIATE GRAPHIC DESIGNER; PRINT PRODUCTION MANAGER

bellevue, washington • 2005-2012