

# CAELIN BEATY

**Contact** caelin@caelinbeaty.com or 678.860.2344  
website: caelinbeaty.com

**Related Experience** **Benevis, Inc.** - Senior Graphic Designer (Atlanta, GA 2019 - 2025)

*In charge of all Marketing designs, keeper of digital, print, and branding. Modernized email and print practices, including creating brand standards and moving email to a combination of Salesforce and AMP Script. Managed relations with vendors and data analytics*

**Chief Container** - Senior Graphic Designer (Acworth, Ga 2018 - 19)

*Responsible for creating designs for multiple clients (Pepperidge Farm, Home Depot) for printed POP & POS displays. Worked with large format printing and created Best Practices guides for Creative Team*

**GTS Distribution** - Marketing Design Manager (Atlanta, GA 2014 - 18)

*Led team in branding, web design, print, trade show design, large format printing, advertising, project management, web updates. Oversaw redesign of client-facing site and creative production lines. Created & posted to social media accounts including Facebook & Instagram (Meta), Twitter/X, LinkedIn, and coordinated schedule using HubSpot*

**PureRED Creative** - Production Artist (Atlanta, GA 2013)

*Created/produced print for outside clients (Kohl's, Mud Pie)*

**AutoTrader** - Digital Media Designer (Atlanta, GA 2012)

*Created/Updated Flash Banners for outside clients*

**CCI, INC.** - Graphic Designer (Atlanta, GA 2009 - 12)

**Puget Sound Business Journal** - Graphic Designer (Seattle, WA '07 - 09)

**Education** **B.F.A. - Graphic Design** - Art Institute of Seattle

**Computer Software** Photoshop, Illustrator, InDesign, Dreamweaver, Corel Draw, HTML/CSS/JavaScript, Acrobat DC, MS Office, Final cut pro, Premiere Pro, WordPress, more

**Additional** Email Deployment: Salesforce, Mailchimp, Constant Contact Six-Sigma Yellow Belt, Member American Institute of Graphic Arts (AIGA), Teamwork (Project Management Software), Leadership training through Think HR, Copywriting, FTP Software, Print (CMYK, PMS) and digital (LAB, and RGB) color space, A+ basics (IT), Keynote