

## Portfolio

BethNorton.Net

## Skills

Adobe Suite  
(InDesign, Photoshop, Illustrator)

Microsoft Office  
(Word, Powerpoint, Outlook)

Still and Video Shoots

Print production

Keynote

## Recommendation

Beth was one of the first art directors I ever worked with in my career and I learned so much from her.

She is passionate about creative, has a tireless work ethic and is a wonderful collaborator. She's a real pro who earns the respect of clients and teams, who trust her implicitly. She has deep experience with multiple brands and an ability to adapt quickly to industry changes.

And, Beth is a real pleasure to work with, professionally and personally.

Beth Rilee-Kelley  
President and COO  
The Martin Agency  
Richmond, Virginia

## Summary

I am a Senior Art Director living in Richmond, Virginia. I have enjoyed an amazing career working with great companies on everything from coffee to healthcare and with institutions as diverse as banking to education. Whomever the client, I bring an impeccable eye for design and composition, attention to detail, conceptual development and a collaborative mindset to craft effective marketing materials.

I pride myself on producing quality work, using creative problem solving and innovative thinking. I am comfortable designing for direct mail, digital, email, print, social, out-of-home, and video content. I thrive independently as well as in a collaborative environment. I enjoy pushing myself to improve and gain skills.

## Experience

### **Beth Norton Creative**

Most recently I have been working directly with a variety of clients to develop and produce effective communications through emails, direct mail, digital ads, print ads, and all manner of collateral. In addition to my design and art direction skills, I possess effective presentation skills, time management skills and knowledge of best business practices that help me deliver a great product in a fast-paced environment.

### **The Martin Agency/S2, Richmond VA**

From 2010 to 2018, I was a part of the Martin Agency's pioneering content creation team, S2. I was responsible for art direction of content seen in-store at Walmart as well as on social networks and other on-line media. In this capacity, I partner with the top national retail brands to raise awareness and drive sales in the retail environment. I was responsible for creation of 400-500 10 second-2 minutes content pieces annual, which require me to be agile, creating content quickly, within budget, and to partner with each clients to meet their goals within their particular graphic standards.

My art direction responsibilities include concepting, casting, and working with writers, producers, photographers, animators, illustrators, editors and directors to create content within budget and under short time constraints. This intense environment helped me further develop skills of self-organization and project management to handle multiple concurrent jobs at all stages of production.

Clients include Starbucks, Proctor and Gamble, Reckitt Benckiser, Unilever and Clorox among others.

### **Elizabeth Snyder LTD, Richmond VA**

I assumed all principle roles for operating my own successful art direction/design business. This included providing high quality art direction and graphic design for internal marketing materials, business to business and retail. I implemented creative solutions, assembled teams as needed, maximized printing efficiencies, and interfaced directly with clients and vendors on diverse projects such as digital, direct mail, outdoor, publication, powerpoint/keynote presentation design and promotional materials. I was able to honed my communication, presentation, self-organization and project management skills.

Clients included The Martin Agency, Longwood University, Richard Bland College of William and Mary, Retirement Unlimited, HCA, Petersburg Area Tourism, Cap One, Genworth.

### **The Martin Agency/Sales By Design, Richmond VA**

As a Senior Art Director in Sales By Design, a Martin Agency division, I was responsible for all aspects of art direction while creating collateral and direct mail for Martin Agency clients.

Clients included Palm Beach County, Kings Dominion, Barnett Banks, US West, FMC.