

Basil Anthony Beighey

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Professional Experience

Freelance Creative Designer and Marketing Services Provider

Basil Anthony Beighey & Associates: Aug. '07 - Present

Provide creative, technical, technical writing, and marketing strategy services to clients in the Atlanta area including Philips Electronics, McKesson, Georgia-Pacific, Beacon Media newspapers, and many others. For the last five months, I've been "on site" at Avacorp Solutions. See my portfolio on my web site (URL above).

Creative Services Include Design and Production of:

- **Web Site Design:** HTML, XHTML Strict, CSS styling, Java script, Flash / Action Script 3
- **Graphic Design:** Logos, branding elements, house style formulation and corporate identity
- **Print Design:** print ads, brochures, proposals, flyers, catalogues, packaging, point of sale
- **Presentation Production:** stage presentations, Powerpoint, multimedia, large wall graphics
- **Video Production:** proof of concept videos, testimonials, institutional video
- **Multimedia Design:** sales CDs, training CDs, banner ads
- **Creative Writing:** ad copy, script writing, marketing collateral materials
- **Special Event Production:** project management, off-site sales meetings, corporate parties

Marketing Services Include: value proposition investigation, brand identification and formulation, and marketing communications strategy formulation

Technical Services Include: training, and consultation regarding formulation of "in-house" creative and marketing communication capabilities and work flow design, creative department workstation and software strategies

Media Specialist / Copy Writer / Creative Director

Philips Electronics, Assembléon Subsidiary: Aug. '02 - Aug. '07

Responsibilities included the design, production, and oversight of all creative aspects of our marketing communications effort, the formulation and enforcement of brand identification standards, the oversight and project management of many simultaneous marketing projects including ad campaigns, collateral material production, trade show exhibits, multimedia sales presentations. This position reported directly to President/CEO and held accountability for a \$2 million marketing budget.

Marketing Communication Supervisor

Philips Electronics, Assembléon Subsidiary: Jan. '98 - Aug. '02

Responsibilities included the oversight of many of the marketing communications efforts mentioned above. However, the scope of this position was to the Americas region only, whereas the Art Director / Media Specialist (position listed above) oversees many global initiatives and reported to a regional Director.

Other Skills:

- **Web Site Design:** Experienced Dreamweaver, HTML, XHTML, CSS, Flash, and Java Script
- **Print Design:** Expert, twenty year veteran, Adobe Creative Suite CS4 user, produced many pre-press and "print on demand" pieces from simple flyers to sixteen page, full color, brochures
- **Graphics Design:** twenty plus years experience with Adobe Creative Suite of applications (Illustrator, Photoshop, InDesign, Dreamweaver, Flash, Director) Worked on every conceivable project including: logo design, trade show graphics, print and multi-media design.
- **Video Production:** Professional video producer, script writer, post production effects editor including films used at Philips Electronics for promotional and educational tools. Expert level skills in Apple Final Cut Pro, Motion, and Soundtrack.
- **3D Modeling / Animations:** Worked extensively with NewTek LightWave 3D studio to create many still images for advertisements as well as 3D animations for video and stage productions.
- **Operating Systems:** Mac OS systems engineer, skilled in the areas of OS installation, network maintenance, application installation, and trouble shooting. I also have installed and maintained Windows '95 / '98 / 2000 / NT / XP systems.
- **Data Base Management:** Created and maintained several FileMaker Pro applications for Philips Electronics served from a central server. These applications consisted of several related databases and included multiple input screens, scripted buttons, pull down menus, look up fields, and output reports.
- **Office Productivity:** Expert skill level in Microsoft Office applications (Word, Excel, PowerPoint), authored the Philips corporate interactive presentation using a "non-linear," series of linked Powerpoint presentations and videos.

Education

Bachelor of Science degree in Marketing from Penn State University