



BETH BOLDING

CONTACT

(469) 955-9403
BOLDING.BETH@GMAIL.COM
WWW.BETHBOLDING.COM

SOCIAL MEDIA

TWITTER: @BOLDINGBETH
FACEBOOK: /BOLDING.BETH
INSTAGRAM: @BOLDINGBETH

SKILLS TOOLBOX

- Adobe Creative Suite
- WordPress & WCMS
- Team collaboration
- Customer experience
- Omni-channel best practices

RELEVANT EXPERIENCE

UNIVERSITY OF CENTRAL OKLAHOMA (UCO)

MARKETING MANAGER, GRADUATE COLLEGE | 2019 - PRESENT

- Design, create and manage all digital, print and promotional marketing collateral for the Graduate College
- Oversee communication plans for inbound marketing (HubSpot)

EOC TECHNOLOGY CENTER

COMMUNITY RELATIONS COORDINATOR | 2018 - 2019

- Managed the school's brand, social media, WordPress website, digital marketing, print and promotional marketing collateral
- Participated in CareerTech statewide marketing implementation

UNIVERSITY OF CENTRAL OKLAHOMA (UCO)

MARKETING INTERN, STUDENT SUCCESS | 2015 - 2016

- Created content, led art direction and implemented marketing materials for UCO's Think 30! campaign

PROJECT MANAGER, MEDIA ETHICS CONFERENCE | 2014

- Managed, planned, organized and executed event, ad sales and program creation (120 attendees)

HOBBY LOBBY CORPORATE HEADQUARTERS

DATABASE SUPPORT, ART/CREATIVE | 2013

- Maintained daily front-end database, SEO and content updates of all in-store and corporate art assets
- Researched program functionality and process enhancement for new database and project management design
- Trained newly hired graphic designers (Team of 100+ Members)

GAMESTOP CORPORATE HEADQUARTERS

PROJECT COORDINATOR, CREATIVE SERVICES | 2010 - 2013

- Purchased print collateral and communicated new marketing materials for roughly 4500 retail stores
- Developed process, managed assignments and schedules for Creative Services (Team of 20+ Members)
- Led weekly creative status meetings, managed multiple intersecting projects with an average 40% annual growth

WEB DESIGNER | 2007 - 2010

- Created static banners, web graphics and consumer emails
- Created and managed consumer Weekly Ad delivery to stores and online placement

GRAPHIC DESIGNER | 2007

- Created marketing collateral, shopping guides and other in-store point of purchase (POP) production design elements

EDUCATION

BACHELOR OF ARTS, STRATEGIC COMMUNICATIONS

UNIVERSITY OF CENTRAL OKLAHOMA | 2016

ASSOCIATE OF APPLIED SCIENCE, GRAPHIC COMMUNICATION

TARRANT COUNTY COLLEGE | 2012