

RESUME



TEENA EDWARDS
BRANDING | DESIGN | STRATEGY

CAREER & GOAL

Create exciting and engaging marketing programs for consumer and business to business companies including launching new brand campaigns.

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SOFTWARE KNOWLEDGE

Adobe Creative Cloud Suite: InDesign, Dreamweaver, Photoshop, Illustrator, Acrobat, Bridge; HTML5 (JavaScript, CSS); MS Office (Word, PowerPoint, Excel); Keynote, Filemaker Pro, WordPress, Bootstrap, Premiere, QuarkXPress, Workfront, Basecamp, and Salesforce.

EDUCATION

SAN JOSE STATE UNIVERSITY
BA in Communication with a Minor in Television and Film

UNIVERSITY OF CALIFORNIA SANTA CRUZ
Graduate in Print Production and Design

SKILLS

Art Direction and Design

Media planning and management

Manage and produce presentations

Direct mail management

Packaging

Product and location photography

Advertising

Copywriting

Trade show signage

Collateral production (brochures, catalogs, mailers, flyers, etc.)

Email design and execution

Multimedia event production

UX/UI and responsive design and management including HTML5, CSS3, content management systems, web analytics and SEO standards

Email design and management including: distribution/lead generation, A/B Testing

CONTRACT/CONSULTANT EXPERIENCE

PRINCIPAL OWNER, BEACHCAT CONCEPTS (Consultant/Contractor) | 1995 to Present

Creator of marketing communications agency covering brand strategy, brand management, UX/UI responsive design, procurement of clients, negotiation of fees, budget forecasting and management, project and account management, media planning and pitching company marketing programs.

MIAMI DOLPHINS

(2015-2017) Created pitch decks for this NFL team to procure corporate partnerships. Produced BudLight presentation book to explain partnership program's success for annual recap meeting.

RYDER SUPPLY CHAIN SOLUTIONS

(2008-2015) Created, negotiated and managed media plan of \$500K+ annual budget including ad insertions, digital and email advertising, copywriting, and ROI reports. Expanded brand design across all new collateral including finalizing brand guide, advertising, trade show and corporate signage, presentations and email promotions.

UNITED WAY

(2009-2011) Created and managed full-media campaign to promote Veritage Miami (wine & food event): responsive web site using Joomla content management system, online ticketing portal, print and digital outbound advertising and list management.

ZALWESKI POLITICAL CAMPAIGN

(2017) Created and managed digital-media campaign: responsive digital outbound advertising, mailing list maintenance, A/B testing.

BALLY TOTAL FITNESS

(2002) Created original campaign for direct mail and billboard advertising.

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CONTRACT/CONSULTANT EXPERIENCE (cont'd)

BH GROUP USA

(2008-2009) Finalized strategy for launch of new liquor partnering with Ludacris including sellsheets, animated e-invitation, landing page and printed invitation. UX/UI design and design of consumer brand website.

GRAZIE RESTAURANT

(2006-2008) Created, produced and managed web site, menus, print and digital advertising campaigns. Web site included photo gallery, online menu and creation of tool to update photos online.

PERMANENT EXPERIENCE

HOSPITALITY MARKETING, LLC | 2015 to June 2017

Creative and brand marketing for over 30 luxury hotels and restaurants | Menus | Website | Digital and print advertising

Dedicated management of Boca Resort & Club:

- Print advertising
- Signage and collateral for event and restaurant promotions
- Marketing and menus for 13 Restaurants and Lounges
- Restaurant menu strategy and design
- Responsive email and direct mail campaigns
- Digital banner campaigns
- Website management using CMS
- Consumer and corporate marketing
- Monthly club membership newsletter management and design
- Monthly gym/spa membership schedule
- Consumer collateral: card keys, directional maps, in-room cards, etc.

NILES AUDIO CORPORATION | 2002 – 2008

Sr. Creative Services Mgr / Webmaster

Managed web updates, created product pages on the web, managed the production and launch of a new content management system for B2B website and intranet website, which included a sales team blog, collateral download, and product photos.

Designed and authored a website with an interactive and animated product demo

Produced and designed annual 100+ page product catalog.

Designed and managed the production of trade show signage. (\$50K budget)

WHAT A CONCEPT CREATIVE AGENCY | 2000 – 2002 **Print/Web Designer**

A strategic marketing agency specializing in direct mail with clients such as Sprint, Precision Response Corporation (PRC) and Hotel Reservations Network.

Web and Print creative work - including the design and programming of a \$100K web site for PRC. Included creation of a customized content management system.

Print campaigns for Suntrust, Sprint and Florida Credit Union.

TRADESTATION CORPORATION | 1999 – 2000

Graphic Designer

Designed advertising and direct mail campaigns for financial software corporation.

AFFYMETRIX GENE TECHNOLOGY AND RESEARCH

Mar 1998 – Oct 1998

Graphic and Presentation Designer

Software/Tools: Powerpoint, MSOffice

BOOLE & BABBAGE SOFTWARE CORPORATION

1991 - 1998

Graphic Designer

Fortune 500, international software company with 750 employees worldwide. Hand-coded first corporate web site (web authoring programs were not readily available), which included videos edited with Adobe Premiere. Produced and directed videos for annual sales kick-off meeting.

CHESS PRODUCTIONS (Video Production Company)

1988 – 1990

Video Director and Producer

Software/Tools: Premiere, AVID editing system

PERSONAL QUALITIES

Creative troubleshooting and problem-solving | High energy | Strong organizational skills | Responsible execution of tasks
Responsive to time constraints | Excellent team skills | Detailed oriented | Efficient time management