

Karen Bechtel

GRAPHIC DESIGNER | BRAND MANAGER | WEBSITE DESIGNER



ASSOCIATE REFERENCES

Bradley Howard

Agency Owner at Howard Insurance

During my time as Advertising Director at Sandusky News Group in Ogden, I had the pleasure of having Karen Bechtel on my staff as a Senior Graphic Designer.

Karen is the ideal graphic designer for several reasons. She is a very personable professional that works well as a self-directed individual. She is also a motivating and successful team-leader and collaborates well with other departments. Her broad experience in both print and digital design is an asset to any team looking for someone who can cover most positions in a pinch.

Karen never missed a scheduled business meeting and was a vital part of client communication and presentations. She executed ideas quickly and created room for our sales department to thrive and not worry about the production aspect of their contracts. Her ideas were innovative and thorough.

Due to Karen's progressive thinking and desire to stay busy, she used her downtime to create sales decks and co-op campaigns which increased our overall sales revenue by approximately 10%. Karen's creativity and desire to exceed expectations make her the ideal candidate for a senior designer position. If you want someone whose accountable, dependable, and responsible, you won't need to look any further.

Megan Donio

Marketing Manager at Utah Media Group

Karen is one of the hardest working people I know. She was always the first one to come in early or stay late because something needed to get done. She always had a positive attitude and got along with everyone on the team. As a graphic designer, she is very talented and quick. She has a lot of experience in Illustrator, InDesign, and Photoshop as well as building websites among other skills.

Camille Durtschi

Senior Graphic Designer at Utah Media Group

Working with Karen we always knew we could trust her to get the job done and bring a new spin to a design. She is very experienced and enthusiastic about her work. Brainstorming meetings were never dull with her either. If you are looking for an experienced designer who is always willing to try something new, Karen is that person.

ASSOCIATE REFERENCES (continued from previous page)

Stephen Eaton

Account Executive at Comcast

I've worked for many advertising agencies through the years and when I arrived at the Standard-Examiner I was surprised and excited to find, as a newspaper, that we could provide agency quality creative to our clients simply because of Karen. I gave minimal direction with no or little conceptual thoughts and Karen consistently overdelivered. With Karen, I didn't just get an awesome design, I got multiple concepts, designs and copy points. The amazing thing is that I never asked for them but I'd get at least 3 in a campaign-like style from which the client can choose!

Karen is also extremely easy to work with which is incredibly refreshing in and of itself. I have managed many creative departments in the past and she is one of the few people that I can honestly say gets it. She does her best to deliver what she believes the clients wants/needs, and if they don't like it, she doesn't take it personally. She just keeps plugging away until they get what they want/need. Ego NEVER gets in the way. Simply amazing. I'm a sales manager and Karen's work has not only increased my sales but has allowed me to offer agency quality services to customers. In short, Karen is a gem and an asset to any company that strives to over deliver terrific creative to their customers.

Kristy Kuhn

Senior Writer/Editor at Stampin' Up!

Karen is an experienced and accomplished designer with in-depth knowledge of the Adobe Creative Suite. When it comes to design, she knows her stuff. I personally witnessed coworker after coworker seek out Karen for her design expertise and in-depth knowledge of Photoshop and InDesign.

Since Karen is always a team player, she helps in any way she can.

Karen is also a quick learner who always finds a way to get the job done. She is a hard worker who produces creative, amazing work. I truly enjoyed working with her and I can, without a doubt, recommend her as a valuable addition to any team.

CLIENT REFERENCES

William Coleman

Managing Director at Dressler Search Group

Karen has developed the logos & websites for our two businesses. She is professional, insightful, creative and very responsive. She applies her broad range of experience in a manner that is conscientious, helpful, energetic and highly accountable. I would strongly recommend Karen to anyone looking for a creative professional whose work represents a wonderful value.

Linda Rubino, MBA, SPHR, SHRM-SCP

Global HR Deployment | Strategic Vision | HR Technology | Employee Development

Karen is an incredible artist and a great business woman! If given a project or cause, she will tackle it with great energy and enthusiasm. When formulating her creativity towards the charged task, it is her zeal for research and knowledge — that makes her distinctive. In so doing, she will soar past her competitors and deliver a superior product that far exceeds the expectation(s) of her customer/client.

I highly recommend Karen! She is super person and a great joy to be around!