



**KAREN
BECHTEL**
GRAPHIC DESIGN SPECIALIST

1+3852445402
Greeley, CO 80634

design@karenbechtel.com
linkedin.com/in/karenbechtel

Digital Marketing | Website Design | Video Editing | Event Design

As highly creative and versatile designer with 40 years of experience, I bring a unique perspective to every project. My foundation in classic design principles is now enhanced by a passion for emerging technologies and user-centered design. I'm dedicated to crafting innovative, high-impact solutions that not only meet but exceed client expectations. I have a proven track record of collaborating with clients to understand their vision and translate it into compelling visual identities, engaging digital experiences, user-friendly websites, print/event materials and results-driven marketing campaigns. I'm a lifelong learner dedicated to crafting impactful solutions that achieve business goals.

SKILLS & EXPERTISE

Phototshop	Sharepoint	Digital asset management	HTML, CSS (basic)
Illustrator	Brand Awareness	Cloud storage	Infographics
InDesign	Email marketing design	Version control	Flexibility
AfterEffects	Social media graphics	UI/UX principles	Teamwork
Wordpress/CMS	Content marketing	Responsive design	Problem Solving
Microsoft 365	Web banner design	Print/Prepress	Project Management

WORK EXPERIENCE

GRAPHIC DESIGN SPECIALIST

MedeAnalytics / Richardson, TX - remote / 2021-2025

Key achievements in 2024

- Developed and executed over 60 email campaigns, encompassing a variety of objectives such as lead nurturing, product promotion, event announcements, and customer engagement.
- Edited and created over 150 web pages, encompassing a wide range of content such as landing pages, product pages, blog posts, and resource centers. These efforts contributed to a 29% increase in MQLs.
- Created 15+ videos to enhance trade show presentations and engage attendees. These videos served to explain complex concepts, highlight customer testimonials, and generate leads.
- Collaborated with executive leadership to update over 46 PowerPoint presentations, many of which involved highly technical content requiring careful consideration of data visualization and information hierarchy. This involved translating complex concepts into clear and concise visuals.
- Leveraged my expertise in digital advertising and visual communication to produce over 80 engaging ads promoting events and internal content. This involved creating compelling visuals and copy, A/B testing different ad variations, and optimizing campaigns for maximum impact on LinkedIn and Facebook.
- Transformed our internal communication and collaboration by creating and managing a new SharePoint intranet structure. This involved designing a user-centered platform with clear navigation, organized department sites, and easily accessible resources. To ensure a smooth transition and empower employees, I developed comprehensive training materials, including interactive tutorials and user guides, which resulted in increased employee engagement, improved information sharing.
- Oversaw organization and archiving of multimedia libraries.

Core Strengths:

- Results — Consistently delivered high-quality designs that met project objectives and deadlines.
- Teamwork — Effectively collaborated with cross-functional teams (executive leadership, account managers, team leaders, developers) to achieve shared goals.
- Communication — Strong communication and interpersonal skills fostered positive working relationships.
- Problem-Solving — Proactive approach to identifying and resolving challenges.

For further information on my skills or additional work experience at MedeAnalytics, references are available on request.



KAREN BECHTEL

GRAPHIC DESIGN SPECIALIST



1+3852445402



Greeley, CO 80634



design@karenbechtel.com



linkedin.com/in/karenbechtel

WORK EXPERIENCE (CONTINUED)

GRAPHIC DESIGNER

Oozle Media, Riverton, UT | 2019-2021

- Created a high volume of marketing collateral under tight deadlines, including animated graphics, videos, brand guidelines, digital media, presentations, and case studies.
- Managed multimedia libraries and archives for design and marketing materials.
- Collaborated with account managers and clients to ensure successful project execution.

Key Skills:

Time Management: Consistently met deadlines while managing multiple projects.

Collaboration: Effectively worked with cross-functional teams (account managers, team leads, developers) to achieve project goals.

Communication: Strong communication and interpersonal skills ensured clear client and team interactions.

GRAPHIC SPECIALIST

Utah Media Group, West Valley, UT | 2017 to 2019

Creative & Project Management:

- Managed the creative process for diverse marketing projects, including print collateral, digital programmatic advertising, email campaigns, events, publications, presentations, and websites.
- Partnered with cross-functional teams (sales, social media, UX/UI designers, account reps) to ensure successful project execution, resource allocation, and adherence to deadlines.
- Utilized Asana project management software to track progress, facilitate communication, and establish brand guidelines.

Design Execution:

- Created visually compelling marketing materials across various platforms (print, digital, web).
- Produced animated social media content using Photoshop and After Effects.

Key Achievements:

- Increased productivity by 20% through efficient design processes and quick turnaround times.
- Played a key role in securing contracts with a major client by developing and executing comprehensive visual strategies encompassing print collateral, POS materials, B2B and B2C marketing, COVID-19 response materials, ATM machine wraps, digital marketing, and web design.

LEAD DESIGNER

Sandusky News Group, Ogden, UT | 2014-2017

Design & Production:

- Designed and produced a wide range of digital marketing assets, web-ready content, landing pages, animations, and email campaigns.
- Led the digital and print design team in the creation of targeted Google Display Network (GDN) campaigns and in-house campaigns across various industries.
- Proficient in motion design, HTML5 (Google Web Designer), and Photoshop.
- Effectively managed team communication and provided constructive feedback on creative design.
- Spearheaded company marketing projects from concept to completion, aligning with brand guidelines and business objectives.
- Collaborated with sales teams and clients to provide design prototypes and project timelines.
- Sales & Revenue Generation: Generated 10% of overall sales revenue by proactively researching and identifying potential co-op advertising accounts, and introducing them to the sales team. This initiative resulted in new business partnerships and increased revenue streams.

EDUCATION

Platt College, Glendora, CA: Graphic Design Trade Degree *plus 40+ years industry experience*.

Northwest College, Glendora, CA: Medical Front Office Certification, Medical Terminology, Communication, Customer Service.

Global Relationship Centers: Certification in Lead Instructor Training. Transferable Skills: Leadership, Team Building, Facilitation.