

# VICTOR BEAZZO

Designer, Marketer, & Creative Leader for Hire in Central Florida



 [artyst-tyrant.com](http://artyst-tyrant.com)



407 459 9354



[info@artyst-tyrant.com](mailto:info@artyst-tyrant.com)



[/vbeazzo](https://www.facebook.com/vbeazzo)



[/ArtystTyrant](https://twitter.com/ArtystTyrant)

## TOOLS



## EXPERIENCE

### ARTYST TYRANT

2008-Present

#### Owner/Operator

Freelance designer and marketing consultant for hire.

### TRAVELCLICK

Nov 2013 - Present  
Orlando, FL

#### Creative Manager, Web Solutions

Responsible for website and media design work on key Agency of Record hospitality accounts, including meeting with the client (both in-person and remotely) as well as presenting and selling design work rationale and value propositions directly to the client. Responsible for creative quality control on all work produced within the Web Solutions Department of Travelclick through creative reviews and approvals. Responsible for overseeing the day-to-day operations of the creative department while mentoring and directing Junior and Senior Designers on website design projects to increase the quality of creative output. Responsible for collaborating with other senior-level team members to evaluate and optimize department operations, including interviewing and evaluating candidates for new creative positions.

### FIRST AMERICAN TITLE INSURANCE COMPANY

Mar–Nov 2013  
Orlando, FL

#### Senior Designer, Marketing Coordinator

Responsible for collaborating with company sales reps to determine effective marketing strategies and for assisting with meeting sales and promotional goals through marketing efforts. Responsible for creating marketing materials for use by First American Title Insurance Company Eastern Division, including: websites, brochures, invitations, tradeshow booth graphics, print and online advertisements, digital presentations, logos, copywriting, and more.

### SILVERSPHERE

(Formerly Tel-Tron)  
June 2011 – Feb 2013  
Daytona Beach, FL

#### Senior Designer, Marketing Communications Specialist

Responsible for developing and executing a comprehensive demand-creation marketing plan, including: a complete rebranding initiative, website redesign, and all graphic materials. Responsible for initiating and monitoring online advertising campaigns, as well as tracking and reporting progress. Responsible for designing, executing, and monitoring email marketing campaigns and e-newsletters. Responsible for social media customization and maintenance as well as blog content generation and maintenance. Additional production work included logos, brochures, business cards, sell sheets, event invitations, web application user interfaces, product labels, promotional videos, digital presentations, and more.

### KLUNK & MILLAN ADVERTISING

June 2008 – June 2011  
Allentown, PA

#### Graphic Designer

Responsible for designing or collaborating on various print and web design projects with a mission to clearly and effectively articulate messages through appealing visual communications. Projects included: brochures, direct mailers, posters, web layouts, advertisements, logos, newsletters, annual reports, catalogs, tradeshow graphics, maps, technical vector illustrations, promotional materials, and more.

### PRECISION DESIGN & ADVERTISING

May – Sept 2007  
Hazleton, PA

#### Graphic Designer, Contract

In charge of a bulk of projects including: brochures, maps, advertisements, logos invitations, and booklets. Responsible for maintaining and updating client websites. Handled prepress responsibilities, managed workflow, and interacted with coworkers in order to produce high quality design work.

### PRECISION DESIGN & ADVERTISING

Jan – May 2006  
Hazleton, PA

#### Graphic Design Intern

Designed small advertisements for various publications, assisted in the design and creation of large vector area maps, and created small service brochures.

## EDUCATION

### KUTZTOWN UNIVERSITY BACHELOR OF FINE ARTS MAY 2008, KUTZTOWN, PA

Major: Communication Design  
Concentration: Graphic Design  
Honors: Summa Cum Laude

## RECOGNITION

### 2015 MAGELLAN AWARD, GOLD

Website Design: Dream Hotels

### 2015 WEBAWARDS GLOBAL, OUTSTANDING WEBSITE:

Website Designs: London West  
Hollywood, Dream Midtown

### 2014 GOLD MAGELLAN AWARD

Website Design: Olympic Lodge

### 2012 CSS DESIGN AWARDS NOMINEE

Website, Artyst Tyrant

### 2012 INTERVIEWED AND FEATURED ON QNT DESIGN

### 2010 GOLD ADDY AWARD

Print Advertisement, Olympus America

### 2010 SILVER ADDY AWARD

Print Advertisement, Veritas Medical  
Solutions

## REFERENCES

Available upon request.

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## PERSONAL INTERESTS



Family

Technology

Art

Movies

Gaming

Travel

Swimming

Dinosaurs

Ghostbusting

## SKILLS

### Creative

- Extensive experience in web and print design production, email marketing design, web application user interface design, web banners, print advertising, billboards, digital presentations, packaging, trade show exhibit graphics, product labels, instructional manuals, technical illustrations, and logo design/corporate identity development.
- Talented conceptual communicator with experience developing innovative advertising and marketing campaigns (print, online, broadcast, billboard, trade show, etc.). Able to conceptualize and flesh out projects quickly and efficiently.
- A sophisticated understanding of contemporary design and typography principles, including a variety of aesthetic styles, techniques, and trends.
- Experience designing and developing fully responsive website layouts using grid-based responsive frameworks such as Bootstrap and Foundation, HTML, CSS, and jQuery enhancements.
- Advanced photographic manipulating, compositing, and retouching abilities in Photoshop.
- Able to develop, understand, and adhere to strict corporate branding guidelines when designing.
- Experience in video editing and promotional and instructional video/screencast production.
- Experience copywriting for websites, landing pages, e-newsletters, advertisements, press releases, and collateral.
- Works efficiently to meet deadlines with excellent organizational skills.
- Background in fine arts including: drawing, oil and acrylic painting, and photography.

### Marketing

- Experience collaborating with marketing teams to execute comprehensive performance-based marketing plans.
- Experience executing and monitoring large email marketing campaigns and monthly e-newsletters. Familiarity with the stringent coding requirements of HTML email design and knowledge of best practice email marketing strategies for maximizing email opens, readership, and conversions.
- Knowledge of best practice landing page design techniques and experience creating multiple landing page variations for A/B testing scenarios.

- Experience creating and maintaining strategic online pay-per-click campaigns using Google, Facebook, and Twitter. Experience running Google Digital Remarketing campaigns to target previous website visitors.
- Well-versed in social media setup and customization and experienced in social media marketing tactics, including: posting etiquette, content aggregation, and ongoing maintenance with network-building and conversion-focused best practices.
- Experience researching, writing, and publishing engaging niche industry content for newsletters and corporate blogs.

### Artistic Leadership

- Experience offering solid artistic leadership in creative departments to increase the efficiency and quality of the creative output.
- Experience collaborating with senior leadership on department policy, best practices, and interviewing and hiring within a creative department.
- Experience reviewing and approving design work for creative quality assurance—providing actionable feedback and posing questions in a positive and engaging way that encourages growth.
- Thrives on the challenge and responsibility of assisting others in developing their creative skills and experience. Extends empathy, good judgment, and nuanced insights when dealing with and managing creative people. Capable of negotiating multiple employee priorities while making useful decisions without angst.
- Strong commitment to personal growth and actively invested in the growth of team members.
- Excellent technical and administrative troubleshooter who leans into problems and creates opportunities to solve them.
- Able to engage and connect with openness in order to build rapport and create synergy with clients.
- Experience meeting directly with clients (both in person and remotely) to pitch project strategy and goals, as well as to present and sell design concepts with rationale—using a narrative that speaks directly to the strategic goals of the project.
- Successful history of working directly with offshore development teams, domestic freelancers, print houses, and other third party vendors to manage the hand-off of projects and ensure the faithful and accurate outsourced development of web, print, and promotional materials.



## OBJECTIVE

Through great design and artistic leadership, my goal is to craft engaging interactions that connect people to ideas—to communicate complex messages in simple ways with intellectual integrity—to deliver more connection, more value, and better results.

## TESTIMONIAL

"I've had the pleasure of working with Victor on several projects and have been impressed by his range and energy. He consistently delivers well above expectations – in his strategic thinking, as well as in his delivery of spot-on creative."

—Kitt Hancock  
President & Senior Partner, DaynerHall  
Marketing & Advertising