

JOSH BETTENHAUSEN

work@joshbettenhausen.com

415 335 1688

joshbettenhausen.com

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COMPUTER SKILLS

Creative Design Suite

Drupal

Google Workspace

Microsoft Office Suite

Sketch

WordPress

EXPERTISE

Brand Design

Brand Strategy

Budget Management

Business Development

Copywriting & Editing

Email Marketing

Environmental Graphics

HTML/CSS

Packaging Design

Photography

Pre-Press Production

Product Development

Strategic Planning

Team Leadership

Vendor Management

ACCOMPLISHED DESIGNER & PROJECT LEADER

Talented, passionate, results-oriented designer and successful entrepreneur with extensive experience in brand and web design, product development, and international manufacturing. Skilled at building consensus across cross-functional groups and for using concise, transparent communication to deliver results of the highest standards. Successfully ensures alignment of project scope, objectives, and critical success factors that deliver key art projects on time and within budget. Focused problem spotter who continuously improves the product while maintaining big-picture results.

PROFESSIONAL EXPERIENCE

Segal Benz, Graphic Designer

San Francisco, CA 2019 – current

Partner with clients to create print and digital health communications experiences that contribute to highly effective and actionable total rewards engagement. Projects include newsletters, posters, postcards, benefit catalogs, and websites for multiemployer, corporate, nonprofit, and public-sector clients.

- Fulfill clients' benefits and HR graphics communications needs, from strategy to year-round engagement
- Manage tight timelines and attention to detail, especially during crucial open enrollment seasons
- Collaborate with copywriters, editors, consultants, customer relations managers, and project managers to deliver on-time and on-budget
- Developed new product offerings and established teams for successful launch and longterm monetization
- Developed streamlined workflows and processes for recently merged companies. Coordinated expertise and resources between unfamiliar partners
- Founding member of *Pride@Segal* business resource group. *Pride* provides thought leadership on diversity, equity, and inclusion in the Segal workplace.

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YTH, Inc., Art Director / Lead Technology & Marketing Officer

Oakland, CA 2008 – 2011, 2017 – 2019

Unique diversity of my skillset is highly valuable to a non-profit like YTH. Efficiency and cost awareness are consistently front and center in everything I approach, as well as my constant interest in systems and unifying programmatic thought.

- Managed a team of up to six in three locations across the US.
- Coordinated copywriting and production of all creative projects, including client and in-house websites, marketing campaigns, and print communications.
- Managed budgets and project timelines.
- Handled privacy issues and face-to-face interactions with minors with care, concern, and sensitivity.
- Managed innovative social media, lead campaigns for external clients, utilized social listening software to pursue new interests in health and research.
- Managed marketing, communications, technology, and live broadcast of a 400-person conference, *YTH Live*.

Dunlop Manufacturing, Inc., Print Production Manager / Brand Designer

Benicia, CA 2015 – 2017

Developed brand artwork and applied and maintained brand guidelines for marketing and graphic design for manufacturer of musical instrument accessories. Developed and designed creative product packaging. Supported the Art Director by helping manage and facilitate large-scale design projects.

- Attended senior level meetings and coordinated major projects and scheduling timelines for the art department.
- Built collaborative relationships with purchasing and assembly managers, rights managers, overseas vendors, and printing partners.
- Created an innovative solution for a product labeling system that reduced production time and conversion time, and eliminated packaging waste while maintaining brand standards. The new system utilized pre-existing systems, and capital investments were minimal.
- Managed the guitar strings packaging redesign with a collaborative team of sellers, producers, purchasers, and vendors. This creative solution increased production eight-fold, decreased consistent backorders, and improved product availability for customers.