

Beth E. Thayer
bethayer@mac.com • 805.469.3866
professional portfolio: beththayer.com



I am an energetic self-starter, detail oriented, and work well independently or in a team environment. I am a proactive and creative thinker with a strong work ethic. I have experience successfully managing small teams. I have extensive design, print, and web experience, am capable and quickly learn new skills and programs. I am able to oversee multiple projects simultaneously and rapidly adapt to challenging situations.

Professional Background

BERKSHIRE HATHAWAY HOMESERVICES CALIFORNIA PROPERTIES (2018-PRESENT)

Marketing / Graphic Design

Support Real Estate agents in their marketing, Teach agents tools for marketing/social media.

THE ACORN NEWSPAPER (2012-2018)

Graphic Artist / Illustrator / Web Design

Newspaper page layout, design promotions for local merchants print ads, web ads, illustrations for the magazine *Beyond The Acorn*, website design and maintenance.
www.beyondtheacorn.net and www.theacornonline.com

MODÈLE WEDDINGS MAGAZINE (2010-2012)

Art Director, Production Manager and Graphic Production Artist

Designed magazine look and feel from concept to completion. Magazine layout, ad management and design, web design and updates, email blasts, pre press, file preparation and print management.

YOUR WEDDING DAY MAGAZINE (2008 - 2010)

Production Manager and Graphic Production Artist

Handled magazine layout, ad management and design, web design and updates - joomla, email blasts created illustrations for magazine, marketing and event promotion.
californiaweddingday.com (*formally www.YourWeddingDay.com*)

CAMARILLO CHAMBER OF COMMERCE (2007- 2008)

Head Graphic Designer

Created graphic designs that complied with clients' objectives. Designed the monthly newsletter. Oversaw web banner design, website updates and email blasts.

VENTURA COUNTY STAR (1999 - 2007)

Graphic Production Artist

Designed promotions for local merchants, which encompassed signage, posters, direct mail, newspaper, and specialty pieces. Provided leadership to all aspects of art direction and print management. Led creative efforts associated with advertising campaigns for stores. Received the 2001 Artist of the Year Award as well as multiple Artist of the Month Awards.

{Education}

I have a **Graphic Design & Visual Communication Certificate at UCSB extension program.**

I studied at **Otis College of Art & Design and Studio Arts at Cal State Channel Island.**

ADDITIONAL EDUCATION:

Parsons in Paris: European Art Study Program
Brooks Institute Extension Workshops

ADDITIONAL SKILLS:

Adobe Creative Suite: InDesign, Photoshop and Illustrator, Affinity Designer, Affinity Photo, Microsoft Office Suite PowerPoint, Word and Excel, Wordpress. Outlook, Fine Art Painter, Illustrator.

Testimonials:



“

I have worked with Beth Thayer for many years at Berkshire Hathaway HomeServices California Properties. Myself and my daughter are top real estate agents in the company and we rely on Beth's expertise in our marketing pieces and social media posts. In this market homes sell very quickly so it's important to get things done in a very timely manner and Beth does not disappoint. She works hard to satisfy all of the agents' requests quickly and efficiently. Beth is creative, skillful and has a pleasant personality and gets along well with others. If you have any questions, feel free to contact me.

Melody O'Leary-Namikas, Realtor



“

Working with Beth is always a pleasure. We have worked on many pieces of printed and digital media. She has great instincts and a creative eye. If I have any changes, she is quick to adjust. I appreciate her professional attitude and kind demeanor. She is easy to communicate with and her work is prompt.

Natalie Oman, Realtor



“

I have had the pleasure of working with Beth Thayer for the past 3 years. She is our office's Marketing Agent Services Representative and is very good at her job. Beth has prepared dozens of marketing pieces for my business including property brochures, flyers, social media posts, event flyers, as well as mailers for marketing to new clients. She is very creative and comes up with unique and fresh ideas. I appreciate her level of expertise, her keen eye for design, and layouts for advertising. She has a pleasant personality, is eager to assist, and responds promptly to requests.

Magda Nordahl, Realtor



“

I am a brand new agent with Berkshire Hathaway HomeServices California Properties, Ventura Office and Beth Thayer has helped me tremendously. The main thing that stands out with Beth's training is that she lets me be hands-on. I don't learn well by being told how to do things, I need to do them myself and she encourages that. She is always trying to think ahead and what I might need, rather than waiting for me to ask. She is thorough and takes the time I need. She doesn't rush me at all. She is also on top of what is trending and trains on that. The other thing that stands out is that she is willing to work around my schedule. If I need one-on-one training, she gets information from me ahead of time on what I want to learn and is always prepared.

Carolyn Owens, Realtor