







## ABOUT

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I am a brand designer specializing in startup design and marketing development from start to finish. I am a people-minded creative with experience in healthcare, brand management, media, marketing and advertising, startups, user experience, and client success.

## CONTACT

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## EDUCATION

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### BFA COMMUNICATIONS

University of Alabama  
Tuscaloosa, AL

### BSN NURSING

University of North Alabama  
Florence, AL

## FLUENT IN

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Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Premiere Pro  
Adobe XD  
Canva  
Facebook Business Suite  
Google Marketing Suite  
Google Analytics  
Google Ads  
Microsoft Office Suite  
Hubspot  
Salesforce  
Google Workspace  
Asana | Trello  
Wordpress Development  
MailChimp | Active Campaign  
HTML

# LAURA BETHEA

CREATIVE BRAND MANAGER AND PRODUCT DESIGNER

## EXPERIENCE

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### FOUNDER + CEO | SILVERBEET CREATIVE CO.

November 2017 - present | [silverbeet.co](http://silverbeet.co)

Founded a full-service marketing agency from scratch and grew our portfolio to include over 50 clients from healthcare and tech industries, and a team of freelance creatives. For our clients, I've personally performed the following tasks:

- Passionate about learning new concepts, creating smart designs, and making impactful UX/UI decisions
- Offers the total package to clients from brand design and websites to digital and print advertising campaigns
- Launched a full-service marketing agency from scratch and grew the portfolio to 50+ clients from the healthcare and tech industries and now manage a team of freelance creatives.
- Complete marketing, branding, and advertising strategies for digital commerce, online, and social media platforms to increase clients' growth and revenue.

### MANAGING EDITOR | SHOALS SOUL MAGAZINE

November 2019 - present | [shoals-soul.com](http://shoals-soul.com)

Co-founded a quarterly print publication featuring the arts, events, and culture of life in a small town in Northwest Alabama.

- Grew subscriptions to 700+ in the first year of publication and created an advertising campaign to attract buyers.
- Responsible for creating layout and design, editing, production, and distribution of the magazine.

### CMO | ZEAMED HEALTH

January 2019 - May 2021 | [zeamed.com](http://zeamed.com), [zeamedhealth.com](http://zeamedhealth.com)

Helped create a brand and marketing strategy for a healthcare price transparency startup.

- Created the entire brand of the company and its subsidiaries
- Created a startup marketing strategy
- Managed social media and all brand content
- Created and presented investment pitches

### MARKETING + SOCIAL MEDIA DIRECTOR | PARTCYCLE

July 2015 - September 2017 | [partcycle.com](http://partcycle.com)

Marketing and social media director for a recycled auto-parts startup

### FREELANCE DESIGN SPECIALIST | LAURA BETHEA GRAPHIC DESIGN

January 2013 - September 2017

While in nursing school, I built and managed social media for a few clients.

### PROJECT MANAGER | AHA! CREATIVE

September 2008 - December 2012 | [aha-creative.com](http://aha-creative.com)

Worked as part of a team for a small, regional ad agency in Northwest Alabama