Basil Beighey – Marketing Professional

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Innovative marketing professional with a proven track record of success specializing in producing effective branding, compelling marketing assets, and managing creative teams, with maximum ROI. I’m especially effective at marketing technical products including medical devices, software, and industrial automation. Demonstrated success in consumer research and competitive analysis to support business goals and execution of go-to-market and business plans. Strong people leader who is passionate about developing and inspiring teams.

## Competencies Include:

* Expert-level skill set using a wide range of creative and business software.
* Experience manager of creative teams
* Budgeting and performance reporting
* Stakeholder relations, client relations, and executive influence
* Branding, brand design, and brand enforcement
* Salesforce and Pardot campaign planning, development, and execution
* Digital Marketing including search engine marketing (SEM), search engine optimization (SEO), social media marketing, video production, email marketing, and digital display ads
* Website design and development, responsive design (mobile friendly)
* Print asset production including print collateral and documents
* Content production including writing, message formulation and art direction
* Trade Shows, exhibit design, and special event management
* FileMaker Database Application Development

Professional Experience

Itamar Medical, Atlanta, GA 2019 - Present

**Digital Marketing Manager |** Itamar Medical manufactures medical devices using its proprietary peripheral arterial tone signal (PAT) Technology. Its flagship product is a home sleep apnea diagnostic device (HSAT) called the WatchPAT. Responsibilities include all aspects of digital marketing and branding.

## Responsibilities

* Reported to the VP of Marketing
* All branding and brand enforcement
* Plan and execute all digital marketing campaigns, including SEO/SEM, Pardot email, and display advertising
* Salesforce and Pardot campaign design and roll-up reports
* All paid search marketing, Google Ads, etc.
* All social media marketing, LinkedIn, Facebook, Twitter
* All website maintenance and development, landing page development
* All video and podcast production
* All print material and tradeshow exhibit development

CryoLife, Inc., Kennesaw, GA 2014 - 2019

**Marketing Communications Manager | 5 Years |** CryoLife, a $265 million-dollar global company, manufactures and markets medical devices including mechanical heart valves, surgical adhesives, sealants, vascular stents and grafts, as well as cardiac lasers. CryoLife also recovers, preserves, and distributes human cardiac and vascular tissues for use in surgical procedures.

## Responsibilities

* Responsible for $1.2 million budget
* Development of all customer-facing print and digital marketing assets including web properties, print collateral, presentations, and video production
* Oversight of 120 yearly trade shows and special events
* Development and enforcement of corporate brand identity
* All advertising copy and placement
* All content for web and social media channels
* Digital marketing campaigns (Google AdWords / Facebook)
* Oversight of a 1.2-million-dollar marketing budget

## Managed six direct reports

* Web Master
* Trade Show Manager
* Print Designer
* Digital Strategist
* Content Specialist
* Video Editor

## Highlights

* Saved company over $475,000 in first two years by re-engineering main trade show exhibit, tracking costs, and taking all creative production and web development “in-house”
* Developed an application to manage trade shows, projects, ad insertions, and track all expenses to calculate ROI
* Corporate sales grew from $42 Million to $262 million
* Stole 9% market share from mechanical valve competitors
* Stock rose from $9 to over $30 per share

eSecuritel, Alpharetta, GA 2009 - 2013

**Marketing Manager | 5 Years |** eSecuritel, a $20 million-dollar company, provided telecommunication services including wireless handset insurance, extended warranties, hand set refurbishment, and logistical services to the wireless telecommunication industry. As marketing manager was responsible for all outward facing communications.

## Highlights

* Streamlined production by implementing project mgmt. software
* Improved response time by outsourcing fulfillment
* Streamlined print production and improved accuracy by implementing a collaborative Adobe InCopy / InDesign workflow empowering stakeholders to directly edit content in over 400 live documents.
* Design and Production of all marketing assets including printed collateral, point of sale materials, digital assets and video production

Basil Anthony Beighey & Assoc. 2007 - 2009

**Marketing Consultant | 2 Years |** Provided creative, technical and marketing services to clients in the Atlanta area including Philips Electronics, McKesson, Georgia-Pacific, Beacon Media newspapers, and many others.

## Other Services Provided

* Marketing strategy
* Database and application development
* Web site design and development
* Branding and corporate identity
* Print Design: print ads, brochures, proposals, flyers, catalogs, packaging, point of sale
* Presentation production, stage presentations, PowerPoint, multimedia
* Video Production: proof of concept, testimonials, institutional video
* Creative Writing: ad copy, scripts, marketing collateral

Philips Electronics Industrial Automation Division 1998 - 2007

**Marketing Communications Manager | 10 Years |** Philips Electronics was a $40 billion-dollar global company and global manufacturer of industrial robotic equipment used in manufacture of printed circuit boards (pick and place equipment used in surface mount technology).

## Highlights

* Reported directly to the President/CEO
* Responsible for a $1 million marketing budget
* Responsible for all creative aspects of all marketing assets
* Project management of many simultaneous marketing initiatives including ad campaigns, collateral material production, trade show exhibits, multimedia sales presentations and video production
* Primary interface with PR firm and outside creative vendors
* Represented the US in our international marketing organization

Other Professional Skills

* Six Sigma Green Belt
* FileMaker Pro Data Base and Application Developer
* Team Management: Managed up to twenty-five direct reports in a fast paced, high demand, work environment
* Web Site Development: Experienced HTML 5, CSS 3, and JavaScript coder, Dreamweaver, WordPress
* Print Design and Production: Expert level, 30 year veteran with Adobe Creative Suite; producing every kind of printed collateral from simple flyers to fifty page, full color, catalogs
* Graphics and Multi-Media Production: 20 plus years of experience with Adobe Creative Suite of applications (Illustrator, Photoshop, InDesign) created every conceivable graphics project including: logo design, corporate identity packages, trade show / large format graphics; print and multi-media design.
* Video Production: Professional video producer, scriptwriter, and post-production effects editor

Education

Penn State University

B.S. - Bachelor of Science Degree in Marketing

University Park, PA