



becky beasley

marketing creative manager
brand + digital

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view my work:

www.beckybdesign.com

about

Senior designer across brand identity, packaging, digital design, and photography. I turn complex technical products into clear stories across web, video, email, and print, and build the systems that keep a brand consistent afterward. Currently I own web experience and creative execution for a Salesforce ISV, designing and building in Webflow.

skills

Generative AI in creative workflow
Webflow
Salesforce MCAE (Pardot)
SEO & AIO
Video editing & production
Adobe Creative Suite
(Photoshop, Illustrator, InDesign)
Package design
Lifestyle, event & product
photography

education

Ithaca College, Ithaca, NY
Bachelor of Arts
Major: English Minor: Art

Rutgers University Online
Web Design Professional
Certificate Program

experience

Vicasso, Hamilton, NJ

Marketing Creative Manager | 2/2026 – Present

- Own visual brand identity across marketing for six Salesforce AppExchange apps.
- Run the company website in Webflow, from design through ongoing optimization, shifting site and YouTube toward answer-engine visibility as AI Overviews absorbed B2B search traffic.
- Build generative AI into the creative workflow for ideation and concept imagery, cutting landing-page turnaround from three days to one with no added headcount. Piloting an AI-connected Webflow workflow (MCP) to move generative AI from ideation into production.
- Design the AppExchange listing visuals across the product portfolio and partner on the update cadence that keeps them surfacing high in listing search.
- Produce marketing emails in Salesforce MCAE, including the product release campaigns that go to the full customer base.

Digital Media Specialist | 6/2021 – 2/2026

- Rebuilt the company site end to end in Webflow during a rebrand from Internet Creations to Vicasso. Designed and shipped each page on the new site as the marketing team's designer.
- Managed freelance animators through delivery of nine product explainer videos over 24 months, giving sales a reusable asset set for prospect engagement.
- Produced all marketing collateral and sales enablement materials, and maintained the company-wide asset library where every team could find them.
- Designed booth graphics, promotional products, and the sales presentation for an event program that went from one annual show to six in 2025, lifting qualified event-sourced leads from 120 to 235, 28% of total qualified leads, up from 17% the prior year.

Advertising Specialty Institute / The ASI Show, Trevese, PA

Graphic Designer | 10/2017 – 6/2021

- Partnered with marketing managers to produce advertising, email marketing, downloadable content, and trade show signage that built attendee relationships and elevated the ASI exhibit experience.
- Official trade show photographer, covering keynote speakers, networking events, and the show floor for use across ASI marketing materials.

Quickie Manufacturing Corporation (Newell Brands), Cinnaminson, NJ

Senior Graphic Designer / Lead Photographer | 12/2006 – 10/2017

- Redesigned a portfolio of over 300 items across Quickie and its sub-brands, building a packaging system for each, from concept through print production. Increased brand awareness and purchase intent.
- Managed a product photography library of 600-plus items for packaging, e-commerce, and social media. Saved the company \$120K/yr. by shooting 80% of photography in-house.
- Designed customer-specific packaging, signage, and merchandising for major retail accounts, including Lowe's, Home Depot, ACE, True Value, Target, and Walmart.
- Led design for Quickie's annual industry housewares trade show, resulting in incremental sales of \$500K/yr.

The ASI Show, Trevese, PA

Contract Graphic Designer | 9/2004 – 5/2006

- Created direct mail pieces, brochures, and marketing collateral as a long-term contract member of the in-house design team.

G Whiz (Grey Advertising), New York, NY

Jr. Art Director / Graphic Designer | 9/1999 – 6/2003

- Designed advertising, marketing collateral, and high-end direct mail to increase brand awareness for boutique hotel chain, W Hotels.
- Collaborated closely with copywriters, account managers, and the client to develop brand standards and guidelines for W Hotels.

Early career: Grey Advertising, New York, NY

Creative Assistant / Account Coordinator | 9/1996 – 9/1999

- Supported 18 creative team members; conceptualized and produced print advertising for clients including The Olive Garden, Downy, Febreze, and Elmer's Glue.