

Basil Anthony Beighey

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Professional Experience

Marketing Communications Manager - Medical Devices CryoLife, Inc. – www.CryoLife.com

July 2014 - Present

CryoLife recovers, preserves, and distributes human cardiac and vascular tissues for use in surgical procedures. CryoLife medical devices include On-X mechanical heart valves, BioGlue surgical adhesive, Chord-X loops for mitral valve repair, PhotoFix bovine pericardium for atrial and ventricle repair, CardioGenesis cardiac lasers, NeoPatch allografts for wound repair. As Marketing Communications Manager responsibilities include:

- Corporate web site design and development
- Oversight of 140 yearly meetings and trade shows
- Corporate sales presentation and reference tools
- All print and digital marketing assets
- Development and enforcement of corporate brand identity
- All advertising copy and placement
- All content for web and social media channels
- All video production
- **Oversight of a 1.2 million dollar marketing budget**

I presently manage five direct reports:

- Web Master
- Trade Show Manager
- Print Design Specialist
- Digital Design Specialist
- Marketing Services and Content Specialist

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”
- Wrote an application to manage trade shows, projects, ad insertions, and track all expenses to calculate ROI
- Corporate sales grew from \$140 Million to \$182 million
- Stock rose from \$9 to over \$14 per share

Marketing, Technical, and Creative Consultant Robert Half International

August 2013-July 2014

Work as an independent contractor to provide marketing and creative services, clients included Flight Display Systems and Atlanta Gas Light Services.

Marketing Manager - Telecommunications eSecuritel – www.eSecuritel.com

November 2009 – January 2013

eSecuritel provides wireless handset insurance, extended warranties, and logistical services to the wireless telecommunication industry. At eSecuritel I streamlined production by implementing project management software, improved response time by outsourcing fulfillment, and improved marketing asset production speed and accuracy by implementing a collaborative Adobe InCopy/InDesign document work flow. This work flow empowered stake holders to directly edit content in any of our over 400 live documents. Other responsibilities included creative oversight, design and production of all marketing assets including printed collateral, point of sale materials, sales presentations, all digital assets and video production

Marketing, Technical, and Creative Consultant

Basil Anthony Beighey & Associates

August 2007 – November 2009

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

Marketing Strategy Services Include brand identity formulation, design and marketing communications services, campaign planning.

Other Services Include:

- Database and application development
- Web Site Design: HTML, XHTML, CSS, Java script
- Branding and Graphic Design: logos, branding elements, house style formulation and corporate identity
- Print Design: print ads, brochures, proposals, flyers, catalogs, packaging, point of sale
- Presentation Production: stage presentations, Powerpoint, multimedia, large wall graphics
- Video Production: proof of concept videos, testimonials, institutional video, documentaries
- Creative Writing: ad copy, script writing, marketing collateral
- Special Event Production and Management

Marketing Communications Manager - Robotics

Royal Philips Electronics – www.philips.com

January 1998 – August 2007

Philips Electronics (Assembléon Subsidiary) a global manufacturer of robotic equipment used in manufacturing printed circuit boards (surface mount technology). Reporting directly to the President/CEO, and responsible for a \$1 million marketing budget. My roll was to oversee all creative aspects of all marketing assets including:

- Brand identity formulation and enforcement
- Project management of many simultaneous marketing initiatives including ad campaigns, collateral material production, trade show exhibits, multimedia sales presentations and video production
- Interface with PR firm and outside creative vendors
- Liaison to our international marketing organization

Other Professional Skills:

- **Team Management:** Managed up to twenty five direct reports in a high pressure, high stress work environment
- **Web Site Development:** Experienced HTML 5, CSS 3, Flash, and Java Script coder
- **Print Design and Production:** Expert level, 30 year veteran using Adobe Creative Suite; produced every kind of printed collateral from simple flyers to fifty page, full color, catalogs
- **Graphics and Multi-Media Production:** 20 plus years experience with Adobe Creative Suite of applications (Illustrator, Photoshop, InDesign, Flash) 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, script writer, and post production effects editor; films include many used at Philips Electronics for promotional and educational tools. Expert level skills in Apple Final Cut Pro, Motion, and Soundtrack Pro.
- **Data Base and Application Development**

Education

Bachelor of Science Degree in Marketing
Penn State University
University Park, Pennsylvania