

## Basil Beighey

404-451-3929

BasilBeighey@iCloud.com

www.linkedin.com/in/basilbeighey



## Summary

---

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

- ▶ Management creative teams
- ▶ Budgeting and performance reporting
- ▶ Stakeholder relations, client relations, and executive influence
- ▶ Branding, brand design, and brand enforcement
- ▶ Digital Marketing including search (SEO), social media, video production, email, and display ads
- ▶ Website development
- ▶ Print asset production including print collateral and documents
- ▶ Content production including writing, message formulation and art direction
- ▶ Trade Shows and exhibit design and management
- ▶ FileMaker Database Application Development

## Professional Experience

---

### ▶ Marketing Communications Manager - 5 Years

CryoLife | 2014 - 2019

CryoLife 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

- ▶ Development of all customer-facing 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
- ▶ Oversight of a 1.2 million dollar marketing budget

### 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

## ▶ Marketing Manager - 5 Years

eSecuritel | 2009 – 2013

eSecuritel provides telecommunication services including wireless handset insurance, extended warranties, handset refurbishment, and logistical services to the wireless telecommunication industry.

## 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 work flow empowering stake holders 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

## ▶ Marketing Consultant - 3 Years

Basil Anthony Beighey & Assoc. | 2007 – 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.

## Other Services Provided:

- ▶ Marketing strategy
- ▶ Database and application development
- ▶ Web site design and development
- ▶ Branding and corporate identity
- ▶ Print Design and production
- ▶ Presentation production, stage presentations, Powerpoint, multimedia,
- ▶ Video Production: proof of concept, testimonials, institutional video
- ▶ Creative Writing: ad copy, scripts, marketing collateral
- ▶ Special Event Production and Management

## ▶ Marketing Communications Manager - 10 Years

Philips Electronics Industrial Automation Division | 1998 – 2007

Philips Electronics, Industrial Automation Division was a global manufacturer of robotic equipment used in manufacturing printed circuit boards (surface mount technology).

## Highlights

- ▶ Reported directly to the President/CEO, liaison to our international marketing organization
- ▶ Managed a \$1 million marketing budget
- ▶ Managed all creative aspects of all marketing assets
- ▶ Contributed to brand identity formulation
- ▶ 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

## 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 Java Script 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 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 -----

B.S. - Bachelor of Science Degree in Marketing  
Penn State University  
University Park, Pennsylvania

## Hobbies -----

- ▶ Accomplished Golfer (9 handicap)
- ▶ History buff, with special interest in military history
- ▶ Avid nonfiction reader ( minimum 10 books per year)
- ▶ Gourmet cook