



BETH AMANN

Branding Designer

Bio

Beth began her design exploration in the world of architecture. After years of designing for physical spaces, she was lured to the fast-paced nature of the tech industry where she learned firsthand the ins and outs of digital product marketing.

She set off on in 2013 to build her own design studio, Be This Creative. Since then, she's helped dozens of brands express themselves on the internet through creative strategy, advertising campaigns, and content production.

Contact

📍 San Diego, California

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🌐 bethiscreative.com

Expertise

- Photoshop ●●●●●●●●●●
- Illustrator ●●●●●●●●●●
- InDesign ●●●●●●●●●●
- Lightroom ●●●●●●●●●●
- Premiere ●●●●●●●●●●
- After Effects ●●●●●●●●●●
- AutoCAD ●●●●●●●●●●

Education

University of California, Berkeley 2007-2010

Bachelor of Arts, Architecture

3.9 GPA, Graduation with Honors

Experience

Founder & Chief Creator

Be This Creative, Design Consultancy
Aug 2013-Present

Visual storyteller helping brands express themselves on the internet. Services offered: Photography, Animation, Print and Digital Design, Illustration, Branding Design, Social Media Strategy & Video Editing.

Brands I've worked with: Ad Council, FEMA, Smokey Bear, U.S. Forest Service, NHTSA, NRDC, Crocs.

Design Faculty

NewSchool of Architecture & Design, San Diego
July 2020 -Present

Teaching *Creative Marketing for New Media* and *The Business of Design* to students from the architecture, product design, interior design, and graphic design programs.

Creative Director

Sociality Squared, Social Media Agency
Aug 2013-May 2018

Provided creative direction, social media branding strategy, content creation, and account management for Sociality Squared clients, including: FitStar (acquired by Fitbit), Vivint Solar, GoHealth Urgent Care, Muuna Cottage Cheese, Microsoft, Popcorn Indiana.

Marketing & Admin Coordinator

Mobotap, Makers of Dolphin Browser Mobile App
Mar 2012-Aug 2013

Managed marketing campaigns, organized community outreach, designed promotional materials, coordinated Dolphin events, and took care of accounting and budgeting needs for Dolphin US Office.

Designer, Office Manager & Executive Asst.

Hood Design, Landscape & Urban Design Studio
Jan 2011-Mar 2012

Designed for landscape design projects and urban art installations. Managed team scheduling, travel arrangements, invoicing, and proposal drafting. Organized executive speaking engagements, promotional material, and finances for all travel arrangements, lodging, and honorariums.

Design Intern

RMW Architecture & Interiors
Jan 2010-May 2010

Prepared artistic renderings and marketing graphics for design team to pitch to current and potential clients.