

James Robert Beamer Jr.

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Resume & Qualifications

Pond Lehocky Stern Giordano

30 S 17th Street, 17th floor, Philadelphia, PA

May, 2014 – June, 2014 (6 week contract)

Digital Content Analyst

- Audited PLSG's web presence
- Monitored and developed content for multiple social media pages and platforms
- Conducted research on competitors.
- Developed new marketing and lead generation strategies
Performed public relations tasks through social media.

Garvey Corporation

208 South Route 73, Blue Anchor NJ

November 2008 – May 2014

Media Director & Marketing Coordinator

Garvey Corporation has patented machinery in factories and production lines all over

the world. Some of Garvey's clientele; Pepsi Co, Pfizer, Merck, P&G, General Mills, Ocean Spray, Bayer, Glaxo Smith Kline, J.M. Smuckers & Novo Nordisk

Responsibilities:

- **Create and oversee implementation of advertisements (print & web)** and interactive DVD's / Blu-Rays focusing on Garvey's Industry Solutions
- **Develop marketing strategies for the food, beverage, pharmaceutical, personal care and automotive industries**
- Create product images and literature for the sales team
- **Develop content and post to social media platforms including LinkedIn, Twitter, Youtube, Tumblr, Facebook & the Garvey Corp Blog**
- Coordinate the testing and research of new product development, then record and produce results to our sales team and clients.
- **Film and photograph newly assembled machinery, then edit and post the footage online for viewing by the sales team and clients**
- Schedule and execute WebEx Meetings and conference calls
- Develop media, displays and signs for trade shows within many industries
- **Create Google AdWords and other ad platform campaigns**
- **Use Google Analytics as well as analytics from Youtube, Facebook and Adwords to develop SEO strategies**

- **Optimize Garvey Corporation's web presence**
- **Manage and develop all Garvey.com activity**

Urban Outfitters Direct

February 2008 – 2010

5000 S. Broad Street, Philadelphia, PA 19112

Responsibilities:

- Color correction & image retouching
- Creative consultant for photo shoots
- Prepared images for web and catalogs
- Uploaded media to servers and worked with mass filing systems
- Extensive use of the Adobe Creative Suite

Mazzeo Studio

October 2007- March 2008

Hammonton, NJ, 08037

Photographer/ Photoshop Technician/ Printer/ Networking + Administrating

- Photographed, edited/retouched, made composites and performed various graphic design projects.

- Cataloged and sorted proofs, printed, did photo restorations, color corrections, made newspaper ads, and scanned black & white, color prints and negatives. I managed the website, consulted and gave technical support

Urban Outfitters Direct

September 2007

5000 S. Broad Street, Philadelphia, PA 19112

Color correction, retouching (Photoshop), and consulting. I also prepared all images for web, and catalogs and uploaded them onto servers. I worked with mass filing systems, multiple applications, and color matching.

Atlantic water products RAINSOFT

June 2007 - October 2007

Water Testing Technician

I explained water treatment to costumers and showed them how to take care of their new equipment. I asked questions, answered questions and explained the tests as I conducted them. I had to understand what bad water was, what it contained and what processes were needed to clean it. I was taught different water treatment techniques and the machines used in the purification process. I used water testing equipment and have proficient knowledge in the chemistry used in testing water for various substances like iron, hardness, chlorine, nitrates and acidity.

Patuxent Publishing Company

September 2006 – May 2007

Columbia MD, 21044

Scanning/Prepress Technician, and Tech services

My responsibilities included, Managing real estate advertisements and press photo images from emails and hard copies for multiple publications. I scanned, edited, color corrected, and cataloged many images and documents a day. It was all time sensitive material. I also calibrated scanners and monitors and set up printers. I also backed up and archived images and Ads using external hard drives, and burning DVDs.

Mazzeo Studio

July 2005 - August 2006

Hammonton, NJ, 08037

Photographer/ Photoshop Technician/ Printer/ Networking + Administrating.

I was a photograph editor/retoucher, composite maker, graphic designer, and photographer. I also cataloged and sorted proofs, printed, did photo restorations, color corrections, made newspaper ads, and scanned black and white and color prints and negatives.

Skills:

- Google Adwords: creating campaigns, monitoring analytics and altering strategies accordingly
- SEO Optimization
- Develop print and web advertisement campaigns from the ground up.
- Fluent in the Adobe Creative Suite: Illustrator, Dreamweaver, Acrobat Pro, Photoshop, Adobe Media Encoder, Premiere Pro
- Proficient in Final Cut Pro, Compressor, DVD Studio Pro, Adobe Encore (Authoring Blu-ray menus and discs)
- Creating and publishing email campaigns using Mailchimp and independent servers
- Manage multiple deadlines and coordinate meetings and conferences
- Social Media Management: Publish relevant posts for all types of social media
- Communication and public speaking (interviews with members of the press)
- Authoring press releases and blog articles
- Create, manage, and market Youtube videos and channels

All References available upon request