

# Victoria Beerman

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## Summary

**Designer | Artist | Writer | Blogger | Maker | Marketer | Administrator | Cultural Omnivore**

I could design, analyze, strategize, organize, brainstorm, and write myself out of a box — or create a new box!

## Software

InDesign • Illustrator • Photoshop • Wordpress • Microsoft Office • Social Media Content • Analytics • Constant Contact • Survey Monkey • Zoom • CMS • Google Suite • Quickbooks Self-Employed • Word • Excel • PowerPoint

## Experience

**Brooklyn Community Services • New York, NY • 2018 - present • Executive Assistant to the CEO**

Deftly juggle and coordinate urgent administrative demands of CEO in complex social services agency, including: meeting/event coordinator; scheduling; board liaison; finance/accounting; data analysis and tracking.

**The Transition Network • New York, NY • 2016 - 2018 • Member Services/Marketing Admin**

Run the office of a member-based national nonprofit: update website; resolve help desk technical issues and member services requests; renew membership/process payments for events online; design/write Constant Contact newsletters and Survey Monkey polls; post and interact on social media; train chapter leaders via Zoom.

**victoriab:design • Brooklyn, NY • 2016 - present • Owner/Designer/Content Marketer at victoriabdesign.com**

Design fabric and surface designs for product using POD manufacturers/drop-shippers. Design and sell hand-painted artisanal scarves. Source and create products for my online shops. Create and write content for a series of blogs and social media platforms related to the product. Monitor marketing success via analytics. @victoriabdesign on FB/Insta.

**RT Book Reviews Magazine • Brooklyn, NY • 2001-2016 • Art Director**

Design and layout of national monthly women's fiction review magazine. Work closely with editors on concepts, covers and feature layouts — on a very tight budget. Manage production designer and approve print quality control.

**Sales & Marketing Management Magazine • New York, NY • 1995-2001 • Art Director**

Direct design and layout of national monthly business magazine. Collaborated with editors on concepts, covers, feature layouts, and media kit. Commissioned illustrators and photographers. Directed photo shoots and managed design staff. Handled budgets and related pre-press/print quality control.

**Time Warner Corporate Magazine Division • New York, NY • 1991-1992 • Advertising Pricing Manager**

Priced multi-title print and integrated marketing programs for the Eastern Region's sales organization. Worked closely with Regional V.P.'s, corporate marketing, production, and individual magazines' business offices/sales staff to implement and advise on corporate pricing programs.

**U.S. News & World Report Magazine • New York, NY • 1989-1991 • Advertising Pricing Analyst**

Developed ad pricing proposals and market research for ad sales staff. Worked closely with sales and promotions departments to coordinate sales presentations.

**Leading National Advertisers • New York, NY • 1988-1989 • Market Research Analyst**

Collaborated with sales and marketing departments to develop custom ad research reports for agency and magazine clients. Selected promo items and coordinated trade shows.

**The Limited Inc. | Victoria's Secret Catalogue • Columbus, OH • 1986-1988 • Operations Editor**

Researched and expedited problem catalog orders. Resolved customer service issues. Worked closely with sales, fraud, customer service, merchandising, and shipping departments.

## Design Awards

Society of Publication Designers SPOTS Award: 1997, 1998, 1999 • 1997 ABP Grand Neal Award • 1998 ABP Best Single Issue • ASBPE Magazine of the Year 2001

## Volunteer Experiences

Park Slope Singers • Brooklyn Waterfront Artists Coalition • Blogger • Hudson River Sloop Clearwater, *onboard educator, sail crew, zero waste team leader* • Park Slope Food Coop, *squad leader* • Community Supported Agriculture • New Amsterdam Market • La Sabrananque, *stone mason* • Sierra Club, *trail crew*

## Education

**Pratt Institute • NYC • A.O.S. Graphic Design • NY Art Director's Club Scholarship • Graphic Design Award of Excellence • Pratt Circle Award: Academic Achievement • President's/Dean's List**

**Columbus College of Art & Design • Columbus, OH • Advertising Design • Dean's List**

**Otterbein College • Westerville, OH • B.A. Marketing & French • Graduated with Honors**

## Portfolio | Social Links

[victoriab:design](#) | [victoriab:culture](#) | [victoriab:creates](#) | [victoriab:collectibles](#)  
[Pinterest](#) | [Instagram](#) | [Facebook](#) | [LinkedIn](#) | [VictoriaBDesignShop on Etsy](#)