

# BETHANY ALESHIRE

4112 14<sup>TH</sup> AVENUE S, MINNEAPOLIS, MINNESOTA 55407  
BETHANY@BETHANYALESHIRE.COM / 651 503 5377  
@BETHANYALESHIRE / BETHANYALESHIRE.COM

## EDUCATION BACHELOR OF ARTS, GRAPHIC DESIGN

Concordia University – Saint Paul // May 2017

## ASSOCIATE OF APPLIED SCIENCE, GRAPHIC DESIGN: PRINT MEDIA

Minneapolis Community & Technical College // May 2015

## EXPERIENCE FREELANCE DESIGNER, BETHANY ALESHIRE

Creating identity systems and brands for clients in the fashion, fitness, and education industries that pivot them towards their ideal clients and business goals. A key part of designing successfully is coaching them through the design process and assembling action steps and strategies for them. The goal is to build a conceptual brand, with a detailed eye, strong typography, and help my clients reach their next level of excellence. // January 2014 – Present

## SERVER/WCT TRAINER, BUFFALO WILD WINGS

Delivering an enjoyable and timely eating experience with accuracy and friendly service to my clientele. My shift responsibilities include managing a seven to eight table section, pro-actively prepping, and helping out other employees. Training new servers on my shifts includes introducing them to the culture of BWW, teaching them in their learning style, and showing them how to handle stressful situations gracefully. // January 2016 – Present

## DESIGN INTERN, RED LEAF DESIGN

Created editorial layouts, logo marks, illustrations, copywriting and photography for Red Leaf's clients under the direction of the Lead Designer. On the interactive side, I managed SEO reports and customized Wordpress websites. Also created a social media strategy for Red Leaf to give value to their clients online. // June 2015 – August 2015

## ART DIRECTOR, MCTC EVOLVE PORTFOLIO SHOW 2015

Helped define the brand's essence, concept and mission for graduating portfolio show. From there we built out the logo mark and other identity deliverables, which trickled down into defining the interior design set up, website, and print deliverables. Personally art directed the print production team, as well as managed the entire printing and proofing process with our printer. // January 2015 – May 2015

## OWNER/PHOTOGRAPHER, BETHANY ALESHIRE PHOTOGRAPHY

Photographed a variety of weddings and portrait sessions for clients and other photographers. Edited, culled, and retouched photo collections, managed client communications and consultations. // January 2012 – September 2015

## INTERN/PHOTO EDITOR, DNK PHOTOGRAPHY

Was responsible for editing photo sessions and wedding collections under the main photographer, with a meticulous eye. My other main duty was assisting and second shooting over 40 wedding days and photo sessions under the main photographers. Submitted sessions and weddings to blogs and magazines. // May 2012 – December 2014

## EDITOR-IN-CHIEF/CREATIVE DIRECTOR, SHINE & SOAR MAGAZINE

Founded an online magazine and blog for Christian entrepreneurs in the creative industries. Was responsible for determining a content plan and creative direction for each issue, as well as leading team meetings and overall brand vision. With only one designer, we built out a 50 – 80 page online issue quarterly. // January 2013 – March 2014

## PARTICIPATION AIGA CONCORDIA — SAINT PAUL STUDENT CHAPTER

President // Spring 2016 – Spring 2017

Vice President // Fall 2015

## AIGA MINNESOTA

Contributing Member // February 2015 – Present

Education Committee Volunteer // September 2016 – Present

Portfolio 1-on-1 Attendee // 2016 and 2017

Design Camp Attendee // 2016

## THE ONE CLUB

Student Member // January 2017 – Present

## PRO ARTIBUS AWARD

Concordia University – Saint Paul // 2016

## DEAN'S HONOR LIST

Concordia University – Saint Paul // 2015 – 2016

Minneapolis Community & Technical College // 2012 – 2015