

# CHRIS BECK

www.csbsmacwindows.com (online portfolio site)  
505.280.5554 (mobile)  
5336 Jessie Drive NE | Albuquerque, NM 87111

## EDUCATION

B.S. Marketing / Art Minor  
September 1993 - February 1998  
Winona State University | Winona, MN

## DEVELOPER & AUXILIARY SKILLS

Accounts Receivable, Accounts Payable,  
Balance Sheets, Invoice Management,  
Data Entry, HTML5, CSS3, WordPress,  
Microsoft SharePoint, Graphic Design,  
Production Art, Marketing Research /  
Analysis, Branding & Promotions, Digital  
Communications

Adobe Creative Cloud [Photoshop,  
Illustrator, InDesign, Dreamweaver,  
Premiere Pro, After Effects] Hootsuite,  
Panic Coda, Affinity Designer / Photo  
/ Publisher, CorelDRAW, Microsoft  
Office, Quickbooks

## WORK EXPERIENCE

*Accounting/Marketing Manager*  
March 2021 – Present

*Edge Construction LLC | Albuquerque, New Mexico*

- Process journal entries and perform accounting corrections to ensure accurate records are maintained.
- Analyze, examine and interpret account records, compile financial information, and enter invoices and receipts into QuickBooks.
- Perform analyses of outstanding past and current invoices to ensure all records are accurately maintained.
- Compare invoices against corresponding shipping records to ensure all items are accounted and paid for.
- Redesigned, coded and deployed new company website to garner online visitors and request for quotes.
- Design marketing collateral to promote company services and offerings.

*Multimedia Coordinator*

October 2019 – January 2021

*Faith Lutheran Church | Albuquerque, New Mexico*

- Managed and promoted an ever-evolving brand campaign for the organization using print and digital media.
- Maintained and developed new website content and imagery using WordPress and the Adobe Creative Cloud.
- Designed and deployed social media campaigns communicating upcoming events and worship services.
- Developed an interactive newsletter for congregation members to keep them apprised of church functions.
- Created, edited and published video content for online services and messages on YouTube and Facebook.
- Designed and crafted bulletins for 4 weekend services. Managed visual media during all Sunday services.

*Marketing & Digital Sales Manager*

March 2017 – November 2018

*Mesa Equipment & Supply | Albuquerque, New Mexico*

- Developed and coordinated marketing strategies designed to increase ROI from planned marketing activities.
- Maintained and updated content on website and performed SEO/SEM tactics to ensure site visibility.
- Coordinated the planning/implementation and deployment of a new Mesa Equipment website. Efforts included site planning, wire framing, content development with other departments, and launch of site. Also worked with a 3rd party developer for e-commerce integration to site.
- Designed marketing literature, such as sales flyers, e-blasts, and brochures.

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## REFERENCES

Jerry Watts / Senior Pastor Elect  
Faith Lutheran Church  
505.967.5679  
jwatts@faithabq.org

David Booms / Church Administrator  
Roseville Lutheran Church  
651.487.7752  
dbooms@rosevillelutheran.org

Jill Frederick / Customer Service Rep  
Condux Tesmec, Inc.  
507.387.8069  
jfrederick@conduxtesmec.com

## WORK EXPERIENCE (continued)

Webmaster & Graphic Designer

March 2016 – September 2016

Roseville Lutheran Church | Roseville, Minnesota

- Maintained and updated content on existing website using WordPress, Shelby and Adobe Dreamweaver.
- Coordinated the planning/implementation and deployment of a new Roseville Lutheran website. Efforts included site planning, wire framing, content development with other departments, and launch of site.
- Prepared web graphics for upload on CMS using Photoshop and Illustrator.
- Maintained social media presence for Roseville Lutheran Church.
- Designed and produced weekly bulletins for upcoming services.
- Created flyers, posters and other communication materials for upcoming events.

Web Developer, Contract Position August 2015 - November 2015

Wells Fargo Home Mortgage Inc | St. Louis Park, Minnesota

- Created web portal for 30,000 staff members utilizing HTML5/CSS3/JavaScript/PHP programming skills.
- Measured use of portal utilizing built-in tracking features to gauge user experience and areas of interest and areas for continuous improvement.
- Built forms, expandable/collapsible menus, navigation enhancements and other features to further enhance user experience and achieve faster user utilization and acceptance of portal.
- Developed and deployed portal at different assigned stages upon completion of enhancements and added features to portal to keep content fresh and features interactive for company users.

Marketing Representative

April 2010 - March 2014

Lind Electronics, Inc. | Minneapolis, Minnesota

- Lead the redesign and implementation of a new company web site with an outside web design firm.
- Updated online content of site using Drupal CMS and Dreamweaver authoring software via HTML and CSS.
- Developed custom HTML and inline CSS e-blasts to deliver marketing promotions to key markets.
- Designed advertising/marketing literature that ranged from advertisements and press releases in industry publications to catalogs, sell sheets and technical sheets for trade shows.
- Coordinated with domestic and international publishers and suppliers to make certain files meet production standards and deadlines.