



# BETHANY KIRBY

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November 4, 1990 

BethanyKirbyDesigns.com 

## Professional Experience

Strategic and imaginative creative leader with 7+ years of experience spearheading brand storytelling, omni-channel marketing campaigns, and design direction for mission-driven organizations. Proven success managing remote and in-house teams, aligning marketing vision with business goals, and driving record-breaking audience growth and engagement. Adept at leading creative operations from concept through execution while upholding brand consistency and team collaboration. Passionate about data-informed strategy, scalable creative systems, and elevating purpose-led brands.

## EDUCATION

**Rogers State University –**  
Claremore, OK

**Bachelor of Science in Business**  
**Administration, 2018**  
*Option in Marketing, Minor in*  
*Graphic Design*

Tulsa Ballet | Tulsa, OK | 2023 – Present

*Marketing Director*

- Led a creative team and oversaw 15+ simultaneous campaigns per season, consistently exceeding revenue and ticket sale goals.
- Directed rebranding efforts for multiple productions, ensuring brand alignment across paid media, print, and digital platforms.
- Integrated analytics into strategy reporting, using campaign metrics to guide creative development and improve ROI.
- Established and refined workflows for project management, improving efficiency in a hybrid team environment.
- Spearheaded visual and messaging consistency across performance seasons, growing audience engagement and subscriber retention.

## SKILLS

Creative Direction  
Team Leadership/Management  
Cross-Channel Campaigns  
Storytelling  
Strategic Planning  
Project Management  
Digital/Print Marketing  
Content Creation  
Public Relations  
Analytical Skills

Printed Theory | Tulsa, OK | 2022-2023

*Chief Development Officer*

- Executed a full rebrand that drove a 40% YOY increase in sales.
- Managed all creative content across platforms including social media, email, and print campaigns.
- Provided direction to design teams, balancing brand strategy with innovative creative execution.
- Collaborated closely with sales and production teams to streamline communication and ensure cohesive branding.
- Leveraged performance data to inform future marketing decisions and report success to stakeholders.

## MISC.

Served on the board for 83  
United as Parliamentarian – 2024

Published photographer  
(Ballet200 Magazine, 2021;  
Pointe Magazine, 2024)

American Sailing Association  
(ASA) Certified

Contract videographer (Tulsa  
Ballet), 2022-2023

TULSA BALLET | Tulsa, OK | 2019 – 2022

### *Marketing Manager*

- Managed the graphic design department and ensured brand consistency across all public-facing content.
- Directed photography, videography, and visual production for use in campaigns, press kits, and digital media.
- Oversaw marketing strategy and content development for social media, newsletters, eblasts, and advertising campaigns.
- Wrote and distributed all press releases and maintained media relationships nationally and internationally.
- Collaborated directly with the Artistic Director to develop marketing materials aligned with the company's artistic vision.

## TOOLS & TECHNICAL SKILLS

Adobe Creative Suite | Meta Business Manager | Google Ads | Google Analytics | Asana | WordPress | Mailchimp  
| Wordfly | Slack | Microsoft Office | Loomly | Hootsuite