

BRENT L. BECKETT

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Marketing/Brand Strategist for International Brand Development Company:

BRAND PARTNERS, INC. - Rochester, NH 800.732.3999 Re: Eduardo Alvarez-

www.brandpartners.com - For more than two decades, Brand Partners' award-winning retail environments have helped companies realize the brand potential by building profitable retail networks. More than 1,800 clients at 28,000 retail locations worldwide have profited from our branded environmental solutions.

I was recruited into the creative department to work parallel with management and director to account managers ensuring high standards of quality, creativity, art direction and meeting of deadlines

Primary consultant to clients on brand development, merchandising, creative design and campaigns

Create and oversee the implementation of strategy for strengthening client's brand

Proof-read, edit and improve all written material presented by the creative and other departments

Clients include: TD Waterhouse, HR Block, Amsouth, SunTrust Banks

Director of Marketing - First Steps Literacy Program:

HEINEMANN PUBLISHING - Portsmouth, NH Re: Jeff Mt. Joy 603-433-5550

Heinemann, a member of the Reed-Elsevier family of professional and educational publishers, is today the leading name in professional development books and resources for teachers.

'First Steps Literacy Program' was a pilot program developed in Australia and adopted by Heinemann Publishing Company. I was hired during this time to over-see all marketing and promotional efforts for the 'First Steps' program while it was tested through out schools in the United States. It was my job to develop the 'First Steps' brand including developing and designing all of the marketing materials such as brochures and other collateral, videos, website, targeted promotions and tradeshow displays. I interfaced with teachers in the class-room and at national trade-shows to gather information and promote the program.

Marketing Specialist and Strategist for full-service ad agency and film company:

GRAPHITO: Portsmouth, NH (dissolved)

I was recruited from The Music Hall by this agency that I had been working with on a regular basis. It was my job to consult clients on all facets of strategic marketing for structuring their business in a holistic manner for proper brand development and market positioning including, but not limited to, creative design, ad placement, effective collateral, public-relations, creating new products and services

Write strategic marketing plans including fiscal media schedules, ad campaigns and promotional events

Work with graphic artists and web designers to achieve artistic and informational goals

Write all ad copy including headlines, tag-lines, brochures, web, radio, video presentation and t.v. favorites include t.v. spots for Seacoast Harley Davidson

Clients include Stonewall Wall Kitchen, Shorty's Mexican Roadhouse Inc., Isle of Shoals Steamship Co.

Director of Marketing for the fifth oldest, active theater in the U.S.A. (non-profit)

THE MUSIC HALL: Portsmouth, NH - Jane Forde 603.436.2400 www.themusic hall.org - The Music Hall: The Seacoast's Premier Performing Arts Center The Music Hall is a non-profit performing arts center that entertains more than 90,000 patrons annually with acclaimed film, music, theater, and dance performances.

As the Director of Marketing it was my job to develop and oversee, with emphasis on cost containment, all marketing including show features, interviews, media, newsletter, website, press-releases and direct mail. This includes spear-heading and implementing a newspaper, newsletter, media kit, financial development kit and program, membership rewards program, image campaign and a ticket data-base for the purpose of targeting promotions

Negotiate contracts with vendors and free-lancers associated with all aspects of marketing and promotion

Write, manage, coordinate and creatively direct all collateral material while working one-on-one with independent graphic artists, web designers, illustrators and printers

Attract business people to serve as board members, provide funding and give endorsements

Provide personal insight and market research for programming and booking talent

My efforts lead an Award-Winning team that salvaged The Music Hall from bankruptcy and with the development of new markets and programming returned it to a flourishing entertainment venue. Performers include Shawn Colvin, Bruce Hornsby, Art Garfunkle, Gordon Lightfoot, New York City Opera, Phish

Production of Print Advertising and Editorial Photography:

ROBERT BOSSI PHOTOGRAPHY, STOCK AGENCY: Portsmouth, NH -

www.robbossi.com - 20 years specialized in Outdoor Sporting Photography – Rob Bossi juggles editorial, catalog and advertising shoots for a large number of nationally recognized brands.

My work with Rob Bossi included location work, designing and producing photography for print ads, editorials, catalogs, web sites

Talent and location scout throughout North America including BC, CA, ME, CO, MT, AZ, FL, NM

Edited, selected and prepared film for client presentation

Promoted Robert Bossi Photography by implementing direct mail campaigns

Clients include Patagonia, Disney, Target, Timberland, POWERBAR, Chevy

Staff Writer for Daily Newspaper:

PORTSMOUTH HERALD, Portsmouth, NH: 603.436.1800 (editor and staff at that time gone)

University of New Hampshire, Durham - 1989- 1993

BA English: Concentration: Writing - Dean's List

Whitmore School of Business: Business Administration: Concentration: Marketing & Promotion

Yankee Conference - Academic All-Star - Division 1 Baseball