

BEVERLY POPPE, MFA

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GRAPHIC DESIGNER | PHOTOGRAPHER | CREATIVE DIRECTOR | EVENT PLANNER

Accomplished professional with 16 years of experience consistently demonstrating artistic excellence, creative thinking, and conceptual development and production while achieving superb client service | Exceptional project manager and communicator who maintains long-lasting relationships with clients | Award-winning artist who designs products in all multi-media formats (digital, print, video) | Highly-trained design strategist in composition, layout, color theory, typography, and photography | Visual storyteller with a knack for illustration that enhances presentations for client demands | Skilled retoucher possessing knowledge of color correction for digital backs, cameras, monitors, and color printers | Executive presence working with leaders to produce seamless and successful events and meetings | Advanced technical knowledge of software programs that enable successfully executed corporate events and meetings of all sizes and formats | Possesses a solution-oriented mindset demonstrating the ability to troubleshoot and solve problems quickly | Adaptable multi-tasker who prioritizes scheduling, meeting deadlines, and exceeding clients expectations in diverse working environments | Congenial colleague who enjoys sharing knowledge, providing guidance to help others, and receiving constructive criticism to improve performance | Quick learner with a desire to strengthen skills and develop new techniques

CAREER HIGHLIGHTS

- Produced and planned **275+ virtual events in 18 months** as part of the Deloitte event enablement team
 - Single-handedly **developed a video tutorial and instructional template** on how to edit center footage of Zoom recordings by using Deloitte-approved Microsoft video software. **Educated team members** on how to remove live errors within the recording of a client-faced meeting in compliance with internal policies.
 - **Hosted visiting lectures for photography courses** and instructed various photography and art courses at Appalachian State University and the University of North Dakota since 2015
 - **Exceeded first-year projection goals by 35 percent** when launching *Beverly Poppe Photography* in 2006 serving as a freelance designer, creative director, videographer, and photographer
 - Directed and produced **photography events with high-level executives, celebrities, and prestigious brands** including Cosmopolitan Las Vegas, MGM Resorts International, Caesars Entertainment, Wayne Brady, Penn & Teller, and more maintaining composure in high-pressured situations
 - Earned a **Google Certificate** focusing on **UI/UX Design** in 2023
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CORE COMPETENCIES

DESIGN: Adobe Creative Suite including Photoshop, Illustrator, InDesign, Lightroom, Premiere, Bridge, After Effects | Art direction | Layout | Retouching | Motion graphics | Web design | Poster and ad design

PHOTOGRAPHY: Imaging | Digital photography | Editorial photography | Commercial photography | Motion photography | Color photography | Canon | Nikon | Mamiya | Hasselblad | Contax | Phase One/Leaf systems

VIDEO: Video conferencing and AV equipment | Zoom | Final Cut Pro | Video production | Video editing
Video capturing | Microsoft video software and technology

EXPERIENCE

Deloitte LLP

SENIOR VIDEO ENABLED TECHNOLOGY COORDINATOR

Charlotte, NC

April 2022—December 2023

- Coordinated complex virtual, hybrid, and in-person meetings and events
- Produced more than 275 events in compliance with Deloitte internal policies and client expectations
- Created a video tutorial and instructional template while using Deloitte-approved video software/technology
- Designated to serve as the lead host of events for two Deloitte teams with regular webinar series
- Applied organizational skills and strategic mindset when working with clients to fulfill requests
- Demonstrated sophisticated project management skills and collaborated successfully with clients at all levels
- Served as a member of the *Step-Up Carolina* volunteer program
- Served as the logistical lead for Charlotte's *Impact Day* committee—Deloitte's annual volunteer day

Beverly Poppe Photography

FREELANCER—DESIGNER, VIDEOGRAPHER, PHOTOGRAPHER

Las Vegas, NV and Boone, NC
2006—Present

- Served as the creative director and marketing lead of photography business
- Focused on several areas of photography: food, architecture, fashion, portrait, product, and automotive
- Expressed a detail-oriented focus concerning both colored and black and white photography
- Produced still and moving imagery for ad campaigns, web content, and editorial content
- Displayed various work and exhibitions for distinguished galleries and prominent magazines
- Established long-lasting relationships with commercial and editorial clients
- Recruited artists and clientele for photoshoots, interviews, and social engagements
- Served as a liaison for clients, publicists, agents, PR representatives, celebrities, and more

Freelance Publications: *The New York Times, Food Network magazine, Bon Appetit, Mental Floss, GQ, Better Homes and Gardens, Orange Coast magazine, JCK magazine, VEGAS, Las Vegas magazine, Las Vegas Weekly, LasVegasWeekly.com, Las Vegas Life, Las Vegas Home + Design, Vegas Golfer, Venetian Style, Executive Journal, Cheers magazine, The Tasting Panel magazine, Total Rewards magazine, Vegas Seven, and 944 magazine*

Freelance Clients: *MGM Resorts International, Caesars Entertainment, Mandarin Oriental, Tropicana Las Vegas, Wynn Las Vegas, Las Vegas Sands Corp, Stratosphere Hotel & Casino, Arizona Charlie's, Coca-Cola, The Mina Group, Sun Light Productions, Toll Brothers, Fred Leighton, KTGy, SLDesign, Angel Management Group, The Light Group, Blaine Warren Advertising, Cirque du Soleil's Mystère, Pink Taco, Holiday Illuminations, Limoneira Company, Fancy Pants Press, Fess Parker's DoubleTree Resort, The Kitchen Company, and Conejo Enterprises*

Appalachian State University—College of Fine and Applied Arts

INSTRUCTOR OF PHOTOGRAPHY AND ART

Boone, NC
August 2018—Present

- Teach various photography, video, styling, graphic design, and visual art classes
 - Adapted courses to be successful in virtual and hybrid formats
 - Shared knowledge, working experiences, and behind-the-scenes information about photography and film sets with students
 - Created marketing materials and editorial cover templates suitable for students' photography and graphic design work
 - Courses taught include: Editorial Photography, Video Production, Studio Photography, Perspective & Optics, Form & Media, and more
- Provide photography recommendations for students and colleagues in the Department of Art
- Managed and operated App State's Commercial Photography equipment cage successfully while being collaborative on Digital Tintypes
- Organized and implemented cooperative ideas with an out-of-state photographer to discuss professional issues in the photography industry

University of North Dakota

INSTRUCTOR OF ART & TECHNOLOGY

Grand Forks, ND
August 2015—May 2018

- Taught classes about digital photography and imaging, color photography, and black and white photography
- Served as a counselor and creative director to students during photo contests and portfolio reviews
- Developed curriculum, organized events, and assisted in gallery opening at the Empire Arts Center
- Refurbished, cataloged, and photographed new and existing art in the university's arts collection

Greenspun Media Group

STAFF PHOTOGRAPHER & DESIGNER

Las Vegas, NV
August 2006—December 2010

- Led the production of multi-image, multi-media, and video presentations for promotional/informational use
- Photographed editorial and ad content, food, portraits, architecture, product, and covers for all publications
- Mastered editing and retouching of all weekly photoshoots
- Archived, scheduled, organized, and oversaw all photo assignments

EDUCATION

University of North Dakota

Master of Fine Arts (MFA) in Mixed Media

Grand Forks, ND
2018

Brooks Institute of Photography

Bachelor of Commercial Advertising Photography

Santa Barbara, CA
2004