

AMANDANAZON

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EXPERIENCE

VISUAL DESIGNER

Eagle Beverage Products— Apr 2017-May 2020

I was hired to serve the photography, graphic design & marketing needs for the 5 in-house brands manufactured; as well as provide graphic support for private label clients. A department of one, I took product & food photography, created branding guides for all brands, designed labels & packaging mock-ups for products, created & updated websites, created MailChimp newsletter templates, made marketing collateral for sales & trade shows.

RESPONSIBILITIES: *Graphic Design, Marketing & Advertising Design, Packaging Design, Web Design & Maintenance, Email Newsletter Campaigns, Social Media Posts, Photography, Branding*

WEB DESIGN SPECIALIST I

Apex Systems at CDK global— Jul 2016-Mar 2017

I was contracted to migrate content from over 100 Cadillac and Chevrolet dealership websites to CDK Global's new content management platforms. I designed, optimized, and recreated pages for new responsive platform with mobile in mind. I also was selected to do some device testing for default Cadillac pages, QA-ed websites, reported bugs, and created content while updating GM dealership websites.

RESPONSIBILITIES: *Web Design, Graphic Design, Content Placement, Web site testing, Quality Assurance*

MULTI-MEDIA PRODUCER 3

Datasphere Technologies— Mar 2012-Jul 2017

Originally hired, as an ad creation coordinator, to create web profiles and banner ads for small businesses on our local media partners' websites. 4 promotions later, I was then responsible for designing for compliance customers, contributed over 100 banners to the banner ad template library, and in August 2013 I became responsible for the advertising on our affiliate site Landwatch.com & training.

RESPONSIBILITIES: *Graphic Design, Client Research, Copy-writing, Maintaining Inventory, Content Placement, Compliance Standards, Editing HTML, Training*

EDUCATION

ROCHESTER INSTITUTE OF TECHNOLOGY

2009 BFA Professional Photographic Illustration

SKILLS

RATING
OK—SUPERB

DESIGN AREAS

Identity Design	● ● ● ● ○
Marketing Design	● ● ● ● ●
Packaging Design	● ● ● ● ○
Publication Design	● ● ● ○ ○
UI/UX Design	● ● ● ○ ○
Illustration	● ● ○ ○ ○

APP MASTERY

Adobe Photoshop	● ● ● ● ●
Adobe InDesign	● ● ● ○ ○
Adobe Illustrator	● ● ● ● ○
Lightroom	● ● ● ○ ○
Aftereffects	● ● ○ ○ ○
MailChimp	● ● ● ○ ○
Wordpress	● ● ● ● ○
Sketch	● ● ○ ○ ○

TECHNICAL SKILLS

Photography	● ● ● ● ●
Photo Editing	● ● ● ● ●
Typography	● ● ● ● ○
Copy Writing	● ● ● ○ ○
HTML5/CSS3	● ● ● ○ ○
JavaScript	● ● ○ ○ ○

INTERPERSONAL

Self-Direction	● ● ● ● ○
Multi-Tasking	● ● ● ○ ○
Adaptability	● ● ● ● ○
Collaboration	● ● ● ○ ○
Positivity	● ● ● ● ●

References available upon request 