

AMANDA MEADE

GRAPHIC DESIGNER

amandameade.com
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Extensive experience with both print and web design, can move seamlessly from one project to another and prefers to work on multiple projects at once. Able to manage and prioritize a large workload independently.

Capable of quickly learning new technologies, software, and industries. Stays apprised of current design trends and industry best practices as they evolve.

Able to provide a full stack of marketing content creation, from video production, email campaigns, graphic design, web design, content writing, photography, and more.

Places importance on process, big-picture ideas, and organization in order to be as efficient as possible and continuously produce results.

PROFESSIONAL EXPERIENCE

Graphic Designer | Nalpac
Ferndale, MI | 06.2020 - present

- Catalog design
- Email marketing design
- Web banner design
- Social media design and management
- Sales sheet design (printed and digital)
- Trade show marketing collateral design
- Upload of product images to website
- Printed project design as needed
- Graphic asset management

Founder | Designs by Amanda Marie
Farmington Hills, MI | 2013 - present

- Freelance marketing: email campaign, graphic design.
- Product planning, design, and execution.
- Post products to e-commerce sites.
- Customer service, order processing, and SEO.

Marketing Specialist | STR8 Brand
Oak Park, MI | 02. 2019 - 05.2020

- Created daily Instagram posts & maintained the account
- Created email marketing campaigns for retail and wholesale channels.
- Video production
- Product photography

SKILLS

- 10+ years graphic design experience
- 10+ years writing experience
- 10+ years photography experience, specifically automotive, product & event
- 10+ years video production experience
- 10+ years experience with Adobe Creative Suite software, primarily:
 - Premiere
 - InDesign
 - Photoshop
 - Illustrator
- Intermediate HTML, CSS & basic Javascript knowledge
- Experience with CMS: Shopify, Silver Stripe, WordPress & more
- Experience with SEO, social media marketing & web presence management

EDUCATION

Bachelor of Arts

Oakland University
Journalism (major)
Graphic Design (minor)
Rochester, MI

Associate of Arts

Mott Community College
Flint, MI

PROFESSIONAL EXPERIENCE *continued*

Marketing Specialist | Ooze Wholesale Oak Park, MI | 2018 - 2019

- Created email marketing campaigns for multiple brands and websites.
- Created the 2019 Wholesale catalog independently.
- Graphic design: Facebook posts, email marketing, web banners, etc.
- Planned, wrote and published blog posts for both B2B and consumer facing websites.
- Video production
- Product photography
- Product development

Marketing Specialist | Nuspire Networks Commerce, MI | 2015 - 2018

- Saw video production through from start to finish: prepared topic, set up lighting, cameras, and sound, filmed, edited, and produced videos to be posted to YouTube, Nuspire.com, and shared via all social media channels. Occasionally wrote scripts and provided voice overs for videos.
- Created marketing collateral from sales flyers to brochures, event signage, and more.
- Designed display ads for Google advertising.
- Helped implement an organizational structure in which co-workers could easily find their marketing needs within SharePoint.
- Wrote press releases regarding Nuspire news, announcements, and awards won, published via PRWeb and Nuspire.com.
- Planned, wrote, and published blog posts.

Graphic Designer | AcuMax, Inc. Dearborn, MI | 2016 - 2017

- Designed training manual and other marketing collateral as needed.
- Designed bi-monthly email blasts and executed them via MailChimp.

Graphic Artist | Lover's Lane Corporate Plymouth, MI | 2013 - 2014

- Created and implemented all image assets for the company's website, keeping the site consistently new.
- Assisted in the design of mail order catalogs.
- Uploaded images for new product pages as they were added to the site.
- Programmed shipping and discount incentives via MarketAgility.
- Designed special projects as assigned (Coupon books, billboards, bag stuffers, etc.).

Assistant Art Producer | McCann Erickson Birmingham, MI | 2012 - 2013

- Managed images as they were received, ensuring each was current and of the correct quality.
- Processed each image and every detail of the image. Named files appropriately with proper keywords in order for images to be found easily in the database.

Editorial/Web Intern | Hour Media Royal Oak, MI | 08.2011 - 12.2011

- Converted all print content for Hour Detroit and Detroit Home magazines into online content using Rivista.
- Designed splash page banners for Hourdetroit.com and DetroitHome.com.
- Developed story ideas
- Fact checked

The Oakland Post Rochester, MI | 2008 - 2010

Assist. Advertising Manager | 2009 - 2010

- Worked closely with advertising customers, sold and designed ads.

Entertainment Section Editor | 2008 - 2009

- Created story ideas, edited content and designed page layouts for two sections.