

AMANDA CARLSON

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INTRODUCTION

As a graphic designer and marketing professional, I'm adept at creating eye catching and innovative collateral that engages & converts. Through time and hard work, I've developed a passion for a competitive environment that provides new challenges.

My experience covers a wide range of industries from music & entertainment to medical, specialty sports, apparel, and automotive. I am proficient in a variety of verticals including traditional/print media, branding, e-commerce, email marketing, analytics, and web design in the freelance, private business, and agency settings. Versatility makes me an asset to both company and client because of my ability to cross into multiple departments. I love working with a cohesive team to meet company and client objectives and building campaigns to push a client to the next level.

WORK EXPERIENCE

2005-PRESENT | OWNER/FREELANCE GRAPHIC DESIGNER & MARKETING CONSULTANT

AC IMAGING

- Logo and brand development for small businesses
- Website development, hosting, and maintenance on a variety of platforms including custom HTML/CSS, WordPress, Shopify, and Squarespace
- Full-service marketing consulting and implementation of strategy and budget including social, SEM, and retargeting
- Increased one client's online sales by 300% in 2020 with full-service managed advertising, email marketing and social media integration
- Decreased client's bounce rate by over 50% and increased click to call scheduling by 200% with managed web services
- Past and/or present clients include: Tonic Sol-Fa, Binnie's Skate Sharpening & Equipment Repair, Peake's Ridge Restaurant, My Best Smile Dentistry, and more

2019 | WEBMASTER

XPRESSBET

- Responsible for all website updates and maintenance
- Worked with the technical development team to make system wide enhancements to UI/UX, reducing bounce rate by over 60%
- Unified the CSS and SEO styles across two website platforms (Joomla & Drupal)
- Streamlined the project upload and tear down process, improving website performance and timely reactivity to on-going events

2016-2018 | SENIOR GRAPHIC DESIGNER

STREAM COMPANIES

- Functioned as an intermediary between Senior Graphic Designer and Associate Creative Director
- Lead on many re-branding projects and monthly ad campaign creative decisions including the launch of RAM Tier II (regional) Step Up Event creative
- Cross trained into Stream's email marketing department to assist in the expansion of their email marketing programs

2009-2016 | ASSOCIATE CREATIVE DIRECTOR

WORLDDEALER, INC.

- Managed the daily website maintenance requests of our advertising clients, delegating projects and ensuring consistent & accurate communication & delivery of requests
- Monitored client advertising performance through Google Analytics, Click Tale, Mouse Stats, and other tracking software, and generated reports as necessary
- Assisted with full-service advertising clients in both traditional and digital advertising efforts
- Trained all graphic design/client service employees in process and oversaw the client services department
- Led the development of our email marketing system, monitored all performance aspects, and made recommendations for changes as necessary, consistently exceeding industry standards for opens and click through rate
- Integral in the development of a new responsive website platform for all clients including a new inventory display system that increased click to lead conversion by 30%
- Lead designer and contact during proposal, and implementation after approval of becoming an official Toyota Advertising Partner

2007-2009 | E-COMMERCE MANAGER/ASSISTANT STORE MANAGER

KO SPORTS HOCKEY, INC.

- Maintained two websites, one of which was a custom-built e-commerce site
- Designed and launched social media promotions
- Created order pack-ins, increasing repeat sales by 75%
- Processed and facilitated shipping of all orders
- Audited and maintained all store and online inventory
- Assistant store manager overseeing employee training

- Specialized in goalie gear and skate fitting; led all team members in goalie gear and skate sales

2007 | GRAPHIC DESIGNER

IXTLAN ARTISTS

- Oversaw all design and creative production for roster of performing artists, including but not limited to demo CD pressing and packaging, posters, direct mail, and email marketing
- Assisted with tour routing
- Managed print/production vendors
- Website development and maintenance on custom HTML/CSS and WordPress platforms

TECHNICAL SKILLS

- Adobe Creative Suite – Photoshop, DreamWeaver, InDesign, Illustrator, Audition, Acrobat, and Premier
- Analytics reporting systems including Google Analytics, Hot Jar, Mouseflow, ClickTale, and Crazy Egg
- Microsoft Products – Word, Excel, PowerPoint, and Outlook
- HTML & CSS, including CSS animations
- Fluent Shopify, Squarespace, and WordPress, and some experience with Joomla and Drupal web systems
- Some experience with jQuery/Java Script and WordPress development and basic PHP knowledge
- Email marketing design, including experience with Email on Acid and Litmus, Constant Contact, Mail Chimp, and various responsive techniques
- General computer support (PC and Mac)
- Project management and proofing software experience including Workfront, ProofHQ (now a Workfront property), Kayako, and InVision

EDUCATION

2013-2015 | QUINNIPIAC UNIVERSITY

MS Communications – Interactive Media Production

- 4.0 GPA
- Focus in user experience design and information architecture
- Classes in video/audio production, HTML5 animation, social media management, general graphic & web design, and project management

1999-2002 | CHATHAM UNIVERSITY – BA Biology

BA Biology

- 3.02 GPA
- Graphic design minor
- NCAA Div. III soccer & hockey team – 4 year start & letter winner in both sports
- Graphic designer for Cornerstone yearbook
- Chatham Student Government Rec. Board Chair.

REFERENCES

“I have known Amanda for 14 years. We both are youth hockey coaches-instructors with USA Hockey Coaching Education Program. I am currently working with Amanda as her associate coach with Pittsburgh Amateur Hockey League Youth Hockey. I have found Amanda to be very DEDICATED and MOTIVATED in all endeavors and projects that she undertakes. As a youth hockey coach-instructor, Amanda is very passionate in teaching and instructing young players in the game of hockey and has become a sought-after individual in the Pittsburgh area in the local ice hockey community. Amanda has my highest and strongest recommendation for any project-position that she is applying for. Thank you.”

HOWARD SMITH, Sr. Mailroom Coordinator/MC-Insurance Svcs. At University of Pittsburgh Medical Center

“I have worked with Amanda on several projects - some standard, others rush, and all completely custom. At one point I needed a few custom-made items ASAP when a deadline came much sooner than I was expecting. Amanda designed something from scratch to match my specifications exactly, made the items available, and I had them ordered and shipping confirmations within 24 hours. Other interactions have been just as efficient and pleasant. It's nice knowing I have someone in my circle who I can count on completely whether the project is big, small, or somewhere in between. Amanda will be there to save the day, time and time again!”

CLAIRE DEROIN, Community Relations Coordinator at LifeServe Blood Center

“I highly recommended Amanda for any endeavor that she may apply for. Amanda navigates challenges with ease, is willing to go above and beyond expectations when asked, and remains open to new things. She is easy to get along with, creative, and reliable. If there is a concept or initiative that she is unfamiliar with, Amanda will go out and gain the knowledge and certifications needed in order to do the job well. Amanda would be a leader or asset to any team that she may join.”

MICHELE TURNER, Counselor at All Health One