

AMANDA CARLSON

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INTRODUCTION

As a highly skilled graphic designer and marketing professional, I possess the expertise to craft visually stunning and innovative collateral that captures attention and drives results. Through dedication and hard work, I have honed my abilities to thrive in a competitive environment that constantly presents new challenges. Choose me to exceed your marketing expectations and achieve your desired outcomes.

I have diverse experience in music, entertainment, medical, specialty sports, apparel, and automotive industries. I am proficient in various verticals, including traditional/print media, branding, e-commerce, email marketing, analytics, and web design. My versatility allows me to cross into multiple departments and collaborate with cohesive teams. I enjoy building campaigns that meet company and client objectives while pushing them to the next level.

WORK EXPERIENCE

2005-PRESENT | AC IMAGING

OWNER/FREELANCE GRAPHIC DESIGNER & MARKETING CONSULTANT

- Designed and executed integrated logo and brand strategies for small businesses.
- Managed web services, including website development, hosting, and maintenance on a variety of platforms, including custom HTML/CSS, WordPress, Shopify, and Squarespace.
- Developed and executed budget analysis and marketing strategies for an extensive range of services, encompassing social media, SEM, and display/retargeting.
- Managed advertising, email marketing, and social media integration increasing a client's online sales by 300% in 2020.
- Managed web services, resulting in a 50% decrease in bounce rate and a 200% increase in click-to-call scheduling for a client.
- Past and present clients include Tonic Sol-Fa, Binnie's Skate Sharpening & Equipment Repair, Peake's Ridge Restaurant, My Best Smile Dentistry, Panther Teeth, RTA Communications, EQM Vault, Rowland Institute at Harvard University, and more.

2021-PRESENT | WHEELHOUSE CREATIVE, LLC

GRAPHIC DESIGNER

- Created integrative brand strategies for clients, including heading projects for Wheeling Park's new 1925 Café and Oglebay Park's recycling initiative, among others.
- Using WordPress and Themify, I develop websites that meet client objectives with HTML/CSS and SEO best practices.
- As the co-account manager for a sports equipment accessory company, I was responsible for achieving monthly marketing objectives, managing social media, and coordinating the launch of a new website design.
- Collaborated with Account Executives to oversee daily client design requests and recommended effective strategies to fulfill clients' marketing objectives.
- Event photographer for Oglebay Park, Oglebay Foundation, Wheeling Park, and Bordas & Bordas.

2019 | XPRESSBET

WEBMASTER

- Collaborated with the technical development team to enhance UI/UX, resulting in a 60% reduction in bounce rate. Unified CSS and SEO styles across Joomla and Drupal platforms.
- Improved website performance and timely reactivity by streamlining project upload and tear-down process.
- Assisted the creative director with event pre-event placeholder graphics, resulting in improved lead conversion and increased pre-event betting.

2016-2018 | STREAM COMPANIES

SENIOR GRAPHIC DESIGNER/ASSOCIATE CREATIVE DIRECTOR

- Functioned as an intermediary between Senior Graphic Designer and Associate Creative Director, leading small-project teams.
- Lead designer on re-branding projects and monthly ad campaign creative decisions, including the launch of RAM Tier II (regional) Step Up Event creative.
- Developed integrative strategies to unify individual dealership sales campaigns with regional and national campaigns to meet co-op funding requirements while increasing sales and building brand awareness.
- Cross-trained in Stream's email marketing department to expand mobile-friendly templates and increase metrics.

2009-2016 | WORLDDEALER, INC.

ASSOCIATE CREATIVE DIRECTOR

- Managed graphic design and client relations department, delegating website maintenance requests for advertising clients, ensuring accurate communication and timely delivery of projects.
- Led the development of the email marketing system, monitored all performance aspects, and made recommendations for changes as necessary, consistently exceeding industry standards for opens and click-through rates.
- Developed a custom responsive website platform for clients, including an inventory display system that boosted click-to-lead conversion by 30%.
- Lead designer and contact during proposal and implementation after approval of becoming an official Toyota Advertising Partner.
- Monitored client advertising performance using tracking software, such as Google Analytics and ClickTale, and generated reports as needed.
- Assisted the creative director with full-service advertising clients in both traditional and digital advertising efforts.

2007-2009 | KO SPORTS HOCKEY, INC.

E-COMMERCE MANAGER/ASSISTANT STORE MANAGER

- Maintained two websites, one of which was a custom-built e-commerce site using PHP
- Created order pack-ins, increasing repeat sales by 75%
- Processed and facilitated shipping of all orders, growing online sales by 63%
- Achieved a 58% increase in inventory accuracy by auditing and maintaining both in-store and online inventory.
- Created and executed social media marketing campaigns to promote new and in-demand products
- Assistant store manager overseeing employee training, customer relations, and daily operations
- Specialized in goalie gear and skate fitting; led all team members in goalie gear and skate sales

2007 | IXTLAN ARTISTS

GRAPHIC DESIGNER

- Oversaw all design and creative production for the 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 and production vendors to ensure accuracy and delivery to clients
- Website development and maintenance on custom HTML/CSS and WordPress platforms

TECHNICAL SKILLS

- Adobe Creative Suite – Photoshop, DreamWeaver, InDesign, Illustrator, Audition, Acrobat, Express, and Premiere
- 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 in Shopify, Squarespace, and WordPress, and some experience with Joomla and Drupal web systems
- Some experience with jQuery/JavaScript and WordPress development and basic PHP knowledge
- Email marketing design, including experience with Email on Acid, Litmus, Constant Contact, Mail Chimp, Drip, and various responsive techniques
- General email and computer support (PC and Mac)
- Project management and proofing software experience, including Workfront, ProofHQ (now a Workfront property), Kayako, InVision, Teamwork, Frame, and Accelo

EDUCATION

QUINNIPIAC UNIVERSITY

- MS Communications – Interactive Media Production
- Focus on user experience design and information architecture
- Classes in video/audio production, HTML5 animation, social media management, general graphic and web design, and project management
- 4.0 GPA

CHATHAM UNIVERSITY

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

REFERENCES

"I have known Amanda for 14 years. We are youth hockey coaches and instructors with the USA Hockey Coaching Education Program. I am working with Amanda as her associate coach with Pittsburgh Amateur Hockey League Youth Hockey. I have found Amanda very DEDICATED and MOTIVATED in all her endeavors and projects. As a youth hockey coach-instructor, Amanda is very passionate about teaching and instructing young players in hockey. She 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 or position 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, made the items available, and 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 recommend Amanda for any endeavor that she may apply for. Amanda navigates challenges easily, is willing to exceed 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 to do the job well. Amanda would be a leader or asset to any team she may join."

MICHELE TURNER

Counselor at All Health One