

# Amanda Carlson

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## Marketing Manager & Generalist

*Engaging and process-oriented marketing professional with the ability to push a team towards ambitious goals through the use of strategic design and planning.*

### — Key Qualifications —

- ◆ A daring thinker and creator with inspiring leadership ability, excellent communication skills, and experience working directly with company ownership to create dynamic and motivating marketing strategies.
  - ◆ Experienced project manager with sound organizational and administrative ability, exceptional business sense, and an appetite for innovation.
  - ◆ Highly effective communicator, motivator, and marketing strategist with experience in product advertising, tech education, and marketing.
  - ◆ Visionary professional with a unique ability to support the development of social content calendars and manage publishing across a suite of social media platforms including Facebook, Twitter, and Instagram.
  - ◆ Highly analytical thinker with expertise in Digital Project Management, Social Media Management, Digital Strategy, Analytics, Market Research, Budget Management, SEO, Email Marketing Targeting, Email Marketing Strategy, and Content Creation.
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## Professional Experience

PlanetBravo – Burbank CA

2009 to Present

**Special Programs Director**, 2017 to 2018

Created a strong foundation for success through the oversight of marketing, advertising, social media, new web development, and staff. Excelled in the creation of digital and print advertising campaigns through the use of innovative copywriting skills and strategy. Demonstrated calm, clear-headed leadership through the oversight of management and advertising services for eight after-school programs and ten summer camp locations. Reported directly to CEO.

### *Selected Contributions:*

- ◆ Revitalized failing sales structure and increased revenue by over 7% by establishing new e-mail targeting and social media campaigns.
- ◆ Increased new user referral traffic from Facebook by over 54% by capturing 955 new users through the use of monthly postings, discount offers, and paid ads.
- ◆ Enhanced traffic by 1.69% through paid search advertising.
- ◆ Maximized productivity and provided a vital structure through the development of new coupon management system that facilitated effective digital and print campaigns analysis.

PlanetBravo – Burbank CA

2009 to Present

**Summer Camp Director / Teacher**, 2012 to 2017

Demonstrated a high aptitude in multiple software applications, and a patient mindset while instructing students in advanced topics in programming, photo editing, website design, and 3D animation.

### *Selected Contributions:*

- ◆ Demonstrated insightful leadership while directing a technology summer camp with a dynamic staff of 10 professionals.
- ◆ Instrumental in Thomas Edison Elementary obtaining *California Blue Ribbon Award* due to her work in the technology program.
- ◆ Provided a fun and safe atmosphere for students that enabled her camp to become the most successful location out of 10.

*Continued...*

**After-School Finder** – Glendale, CA  
**Owner / Teacher**, 2015 to 2017

Demonstrated refined project management skills and leadership through the oversight of business operations of four after-school programs within Glendale Unified School District. Exhibited superior attention to detail through the oversight of facility coordination, employee management, and marketing.

*Selected Contributions:*

- ◆ Excelled in the development and execution of marketing and advertising efforts through the use of Facebook campaigns, social media groups, and e-mail strategy.
- ◆ Delivered and curated well-thought-out curriculum so that students as young as 4<sup>th</sup> grade could succeed in learning animation, programming, visual effects, and more through the use of industry-standard software applications.

**Bunkspeed** – Carlsbad, CA  
**Applications Engineer**, 2009 to 2010

Increased corporate visibility and stature through the management of promotional assets; hosted webinars.

*Selected Contributions:*

- ◆ Demonstrated content creation skills by rendering sample 3D images through the use of proprietary rendering software; hosted live training webinars.
- ◆ Employed balanced, disciplined leadership while training employees from Mercedes on 3D rendering software.
- ◆ Demonstrated reliability and ingenuity through the creation of 3D turnaround images and videos; managed rendering server and queues; supported Quality Assurance.

**Orange Elephant** – Los Feliz, CA  
**Office Manager**, 2008 to 2009

Exhibited superior communications skills through the management of daily communications. Oversaw all shipping and receiving. Provided insightful vision and creativity through the management of the business website and social media accounts.

*Additional Experience as Contract Artist with Studio KB, I.D. Group, and Harmon Kardon; Intern, Zoic Studios.*

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## Educational Background

**Master of Arts in Business Design and Arts Leadership**  
*(Projected: Summer 2019)*  
Savannah College of Art and Design

**Bachelor of Fine Arts in Animation**  
Savannah College of Art and Design (Dean's List)

### Technical Skills

SAP • Google Analytics • Google AdWords • MailChimp • Hootsuite Dashboard • Hubspot CRM • Facebook Pixel • Adobe Photoshop CC • Adobe Illustrator • Adobe InDesign • Bash • Python • HTML / CSS • Google Apps • Microsoft Office • Database Management • UI / UX Design