

Amanda Carlson

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Marketing Manager & Generalist

Engaging and process-oriented administrative professional with the ability to manage a multitude of creative tasks through the use of strategic design and project management.

— Key Qualifications —

- ◆ A creative artist with a multitude of skills in a wide variety of software which includes Adobe Photoshop, Illustrator, After Effects, Maya, and InDesign.
 - ◆ A daring thinker and creator with inspiring leadership ability, excellent communication skills, and experience working directly with company ownership to handle creative and administrative tasks efficiently and effectively.
 - ◆ Experienced project manager with sound organizational and administrative ability, exceptional business sense, and an appetite for innovation and technology; types over 110 WPM.
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Professional Experience

ARRI – Burbank CA

Marketing Intern, 2018 to Current

Efficiently researched important marketing data and created formulas in Excel to simplify the analysis process. Crafted creative graphics for print campaigns that displayed the company's products. Assisted in all related marketing activities for the lighting division of ARRI Corporate. Reported directly to the Content & Communications Director.

Selected Contributions:

- ◆ Displayed creativity and efficiency by creating a promotional movie poster for a documentary, Moving Pictures, that the company created.
- ◆ Displayed technological ingenuity by web scraping data for marketing leads.
- ◆ Resourcefully discovered what film equipment was used for films featured in the Telluride Festival for marketing research purposes.

Cardboard Creative – Burbank CA

Freelance Digital Animator, 2018

Worked on a social media campaign for Pretty Kitty Litter. Crafted motion graphics that displayed company content based on brand requirements.

Selected Contributions:

- ◆ Created 5 shots in Adobe After Effects.
- ◆ Created a fake company's kitty litter bag graphic to be used in the film shoot.

PlanetBravo – Burbank CA

2009 to July 2018

Special Programs Director, 2017 to 2018

Created a strong foundation for success through the oversight of marketing, communications, 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:

- ◆ Carefully crafted content with Adobe Photoshop, Illustrator and After Effects to promote company services.
- ◆ 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.

Continued...

- ◆ Revitalized failing sales structure and increased revenue by over 7% by establishing new e-mail targeting and social media campaigns.
- ◆ Researched data on customer segments through the use of proprietary web databases, internet searches, and surveys.
- ◆ Communicated with digital and print campaign providers to negotiate contracts and ad placement.

Summer Camp Director / Teacher, 2009 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, computer hardware, and 3D animation. Handled all in-school technical support.

Selected Contributions:

- ◆ Demonstrated insightful leadership while directing a technology summer camp with a dynamic staff of 10 professionals.
- ◆ Trained employees on job-related duties and curriculum.

After-School Finder – Glendale, CA

Owner / Teacher, 2015 to 2017

Created an environment for success 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 and employee management.

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 4th 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.

Additional Experience as 3D Contract Artist with Studio KB, I.D. Group, and Harmon Kardon; Intern, Zoic Studios.

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 • Wordpress • Adobe Acrobat