



PROFESSIONAL EXPERIENCE



AMANDA CARLSON

Marketing Management Design

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📍 Burbank, CA

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ABOUT

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

TECHNICAL SKILLS

Sprout Social	Sugar CRM
Google Analytics	Photoshop
Google AdWords	Illustrator
MailChimp	InDesign
Hootsuite	Acrobat
Dashboard	Python
HubSpot CRM	HTML / CSS
Facebook Pixel	Microsoft Office
Curaytor	WordPress

EDUCATION

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

Savannah College of Art and Design
Bachelor of Arts
Animation

BEST AGENT BUSINESS - Remote Marketing Assistant, November 2018 - Current

Created print and digital marketing content for realtors, whose annual property sales is above 300 million.

Key Contribution:

- *Created copy and graphics for e-mail blasts, blogs, and social media for real estate clients, Imagine Realty & ADMC Realty Group.*

ARRI - Burbank, CA Marketing Intern, October 2018 - Current

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

Key Contribution:

- *Displayed technological ingenuity by web scraping data for marketing leads and creating social media reports with Sprout Social.*

CARDBOARD CREATIVE - Remote Freelance Digital Animator, Aug. 2018 - Sep. 2018

Created three motion graphics shots based on brand requirements for a social media campaign for Pretty Kitty Litter. This video has been viewed on Facebook over 1 million times, shared 5,562 times, and liked over 12,000 times.

PLANETBRAVO - Burbank, CA Special Programs Director, 2017 - 2018

Successfully managed marketing, communications, advertising, social media, new web development, and staff of 10 summer camp locations and eight after-school programs. Excelled in the creation of digital and print advertising campaigns with innovative copywriting skills and strategy. Reported directly to CEO.

Key Contribution:

- *Increased new user referral traffic from Facebook by over 54% by capturing 955 new users by creating monthly postings, discount offers, and paid ads.*

Teacher / Camp Director, 2009 - 2017

Skillfully taught students in advanced computer-based topics in programming, photo editing, website design, computer hardware, and 3D animation. Handled all in-school technical support.

AFTER-SCHOOL FINDER - Glendale, CA Owner / Teacher, 2015-2017 *operated while at PlanetBravo

Managed the 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. This success led to the promotion of Special Programs Director at PlanetBravo.