



Amanda Mitchell

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Accomplished Senior Graphic Designer with 16 years of experience specializing in corporate collateral that reinforces brand and quality standards. I implement effective strategies at global and local levels. I have proven ability to manage multicomponent projects and deadlines simultaneously incorporating strategic planning and analytical thinking. I am a respected leader who is creative, adaptable, solution-oriented, and self-motivated with excellent written and verbal communication skills. I thrive being apart of a fast-paced, high-energy team.

Experience

NORTH POINT HOSPITALITY, INC. **Marketing Content Manager**

APRIL 2018 // CURRENT

Create, execute, and manage the delivery of digital and print content across multi-channels. Maintain global brand standards for Hilton and Marriott hotels. Collect, monitor, and analyze social performance data. Lead multi-platform marketing campaigns, create collateral, social content, digital advertising, monthly e-newsletter, and established corporate server. Develop content strategy to drive engagement.

QUEENPIN DESIGN **Owner & Art Director**

AUGUST 2002 // CURRENT

Manage all aspects of business; design, marketing, consulting, customer service, budgeting, and invoicing. Skills include efficient time management, solution focused problem solving, effective communication and networking.

Excel in brand identity, logos, websites, direct mail, advertisements and vendor coordination. Perform SEO/SEM reports to increase optimization. Maintain high client retention rate due to expertise.

Clients include Savannah Morning News, Keller Williams Realty, South Magazine, River Street Sweets, St. Joseph's Candler Hospital and Davenport House Museum.

GULFSTREAM AEROSPACE **Senior Graphic Designer**

MARCH 2011 // DECEMBER 2017

Managed complex global and regional projects. Responsibilities included leading projects from concept to implementation, mentoring graphic designers and collaborating with photographers, writers, and vendors to reinforce brand and quality standards.

Merchandising initiatives for new retail store, air shows and events. Involved in product research and development, prototypes, packaging, POS displays, signage, range maps, and infographics.

Maintained confidentiality on new products, developed corporate rebranding initiative, led interviews of potential applicants, conceptualized and developed a multi-language invitation campaign, coordinated direct mail campaigns, conducted team critiques and created PowerPoint templates.

Involvement in overall project management, establishing meetings, deadlines, APWs and expediting the completion process.

VISIONN MARKETING **Art Director**

FEBRUARY 2007 // AUGUST 2008

Designed websites, logos, web banners, HTML emails, corporate branding, magazine layout, maps, handbooks, advertisements,

and posters. Managed client relationships, performed SEO/SEM reports and customer analytics. The San Francisco Giants and The American Heart Association were among the clients.

ANDERSON COMMUNICATIONS GROUP **Art Director**

MAY 2005 // NOVEMBER 2006

Conceptualized logos, websites, corporate collateral, illustration, site plans, photo shoots, photo manipulation, video stills and advertising campaigns. Managed yearly direct mail campaigns and client relations. Clients included Embraer Executive Jets, Memorial Health University Medical Center, Pulte/Del Webb, and Hilton Head Orchestra.

SAVANNAH MAGAZINE **Graphic Designer & Fashion Coordinator**

NOVEMBER 2002 // APRIL 2005

Created and developed new retail sections which culminated in the March/April 2005 issue grossing the largest advertising revenue in the magazine's 14 year history. Responsible for writing review column, designing ads, brochures, folders, direct mail campaigns, logos, corporate media kit, leading photo shoots, conceptualizing and implementing fashion and retail sections. Created brand identity for start-up companies.

Education

VALDOSTA STATE UNIVERSITY **Bachelor of Fine Arts in Design**

1998

Skills

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|----------------------------------|---------------------------------|
| INDESIGN CC ●●●●●●●●●● | MS POWERPOINT ●●●●●●●●●● |
| ILLUSTRATOR CC ●●●●●●●●●● | MS WORD ●●●●●●●●●● |
| PHOTOSHOP CC ●●●●●●●●●● | MS EXCEL ●●●●●●●●●● |
| ACROBAT ●●●●●●●●●● | iCONTACT ●●●●●●●●●● |
| HOOTESUITE ●●●●●●●●●● | DREAMWEAVER ●●●●●●●●●● |

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|--------------------|-------------------|------------------|
| Branding | Packaging | Layout |
| Illustration | Client Relations | Typography |
| Strategic Planning | Vendor Management | Organizational |
| Web Design | Leadership | Communication |
| Project Management | Merchandising | Infographics |
| Photo Manipulation | Google Analytics | Print Production |

Recent Awards

GOLD ADDY AWARD **Austria Holiday Card**

2016

GOLD ADDY AWARD **Australia Travel Poster**

2016