

amanda foster

CONTACT

706-840-1014
amafoster16@gmail.com
amandamfoster.com

EDUCATION

Bachelor of Fine Arts
Augusta State University
2010 | Augusta, GA

SKILLS

Adobe CC Illustrator
Adobe CC Photoshop
Adobe CC InDesign
Adobe CC Acrobat
Print & Web Graphic Design
HTML & CSS
UI/UX Design
WordPress
HubSpot
SharpSpring
Microsoft Office
Basic Accounting
Content Writing
Photography

FAMILIARITIES

Java Script & PHP
Sketch & Axure RP

PROFILE

I have worked in various roles in the graphic design, web development, and marketing industries for over 10 years. My broad skill set allows me to simultaneously grasp the fine details of a project and the bigger picture of business goals. Whether my role is big or small, I consider it my job to facilitate business goals into action in the most efficient way possible. I do this by self-managing, being helpful to others, and communicating effectively.

EXPERIENCE

Graphic Designer, Web Designer, Marketer

Amanda M Foster | 2015-Present

- Created logos, brands, web and print ads, t-shirt designs, and other various graphic design deliverables
- Designed, developed, and built various websites utilizing HTML, CSS, WordPress, and HubSpot while maintaining best SEO practices
- Designed and reorganized various marketing and business operation systems to reach business goals easier and more efficiently

Director Of Operations

Paws for Life LLC | 2016- Present

- Designed, created, and maintained branding and website for PawsforLifeLLC.com
- Designed and constructed a customized purchasing and scheduling system to improve efficiency of business operations
- Assisted owner in the creation of customer journeys and ideal customer personas
- Created inbound marketing system based on customer journeys and personas
- Maintained monthly and yearly accounting including bookkeeping and account reconciliation

Designer & Management Wizard

Zerflin | 2015 – Present

- Primary designer of all interior pages of the CDC NCHS Health, United States 2016 book of health statistics
- Implemented the redesign of both zerflin.com and art.zerflin.com
- Overhauled and maintained new accounting system including new processes for accounts receivable
- Reorganized and maintained email marketing system, artwork inventory, and location tracking system
- Restructured work flow processes for art management and marketing tasks
- Wrote and assembled grants and art show proposals
- Managed social media marketing across more than 12 social media channels
- Created and maintained art.zerflin.com ecommerce store
- Trained and managed department of 3 art assistants

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CERTIFICATIONS

Inbound Marketing Certified
HubSpot | 2017

EXPERIENCE (CONTINUED)

Marketing Implementation Specialist

Ariad Partners | 2015 – 2017

- Designed, styled, and built web sites, landing pages, email blasts, and other marketing materials for various clients using WordPress, HubSpot, and SharpSpring
- Ensured all blog posts, landing pages, and social media plugs were SEO ready
- Created and implemented marketing strategies including email marketing drip campaigns through various programs such as HubSpot, SharpSpring, and MailChimp
- Assisted in the creation of marketing strategies for clients
- Reorganized client file database to allow colleagues to gather and share client information more efficiently
- Reorganized task management system on Teamwork.com
- Created POCs for multiple products and marketing software
- Trained new hires on social media plugs and monthly analytics reports for clients

Creative Services Coordinator/Graphic Designer

WRDW-TV | 2013 – 2015

- Designed all logos for station as part of a rebranding initiative
- Generated a 75% increase in donations from patrons at WRDW's biggest yearly event, Family Fair, that benefits the Children's Hospital Camp Rainbow program
- Restructured department to create more efficient work flow between commercial producers and account executives
- Created and oversaw production of graphics for web, print, television, and promo products
- Communicated with vendors, non-profit organizations, news talent, and sales department to ensure every event task was executed correctly and on time
- Reestablished internship program for Creative Services department
- Worked with non-profit organizations to assist in marketing events utilizing on-air promotions, station website, and social media

Graphic Designer

Cudos4u Promotions & Awards | 2013

- Resized and recreated company logos and set text for personalized promotional products and awards
- Created customized artwork for companies to use on promotional products
- Assisted sales manager with client work flow ensuring quotes, samples and finished products were delivered on time
- Assisted with the development of social media marketing

Web Intern

Wier/Stewart | 2010

- Designed, developed, and built website for non-profit organization, Heart & Sole Inc. using Joomla CMS
- Built and testing email blasts from Photoshop designs
- Uploaded client videos, entered content for blog entries, and updated client websites