

amanda albright

A D V E R T I S E R



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SKILLS

Adobe Photoshop
InDesign / Illustrator
XD / After Effects
FIGMA
HTML 5
Microsoft Office
Fine Art / Photography
Google Ads Search
Hootsuite / Bee Pro
Constant Contact
Meta Business Suite

INTERESTS

Drawing portraits
Hiking
Trying new foods

EDUCATION

ADVERTISING B.A.

Iowa State University
Honors: 3.95 GPA

GOOGLE UX DESIGN CERTIFICATE

11/2023

ADA Web Accessibility W3C

9/2022



WORK EXPERIENCE

Freelance

DENVER, CO | 11/2021-present

Utilized my skillset in marketing and design to help companies with their overall marketing plan.

- Aided in machine learning for AI products to refine the output.
- Expanded my knowledge on AI products providing quality assurance to their platform.
- Constructed marketing road maps and audits for companies.
- Developed email marketing to communicate ongoing product launches.

Multimedia Designer

TAG COMMUNICATIONS | DAVENPORT, IA | 11/2021-8/2023

Developed informed strategies, effective style tactics, comprehensive analytics, and cohesive brand designs.

- Executed ADA compliant designs to build effective websites.
- Managed clients branding by creating graphic design pieces for digital ads, billboards, newspapers, collateral, and more.
- Created content and contributed photography for client's social media and worked alongside the copy team to best communicate written messaging.
- Led and generated TAG's branding and marketing for the team.
- Worked under strict client timelines to deliver unique solutions.

Marketing Support Coordinator

SERVPRO | IOWA CITY, IA | 10/2019-11/2021

Crafted graphics and collateral along with maintaining social media, building website content, and assisting with leads.

- Worked and collaborated with other positions to provide a balanced image of our services.
- Implemented and evolved high-impact strategies to target new business opportunities with the assistance of google ads and SEO.
- Administered process and reward system for technicians to get reviews from clients.

Marketing Coordinator – *Square One | Iowa City, IA | 10/2019-11/2021*

Marketing Intern – *Crown Coverings Inc. | Roselle, IL | 08/2019-01/2020*

Marketing Director - *Drift MKE | Milwaukee, WI | 06/2019-01/2023*

Marketing Intern - *GPS Education Partners | MKE, WI | 03/2018-11/2018*

Intern - *First Station Media | Milwaukee, WI | 06/2017-12/2017*

TRIUMPHS

Davey Awards - Signage & Environmental Graphics - Silver Winner 2023

Kappa Alpha Theta - New Member Director | Banner Co Chair

Volunteering: Students Today Leaders Forever, Petco Cat Care