



Anna K Amendolare

Excerpt

A talented graphic designer with strong conceptualization skills, solid design theory, and an eye for balance, blending fun and functionality into her designs. Background in marketing, customer service and sales. Excellent relationship skills with clients, colleagues and management. A goal-setting go-getter always looking for inspiration and the next challenge.

Experience

Web

- * Website Design: hand-coded, W3C compliant, CSS styled, search engine optimized websites
- * doctorweightloss.org - schipperhaven.org - summergarden.com - jaynesusedautoparts.com
- * Email Marketing: e-newsletters, targeted email campaigns, email metrics
- * Blogs: schipperhaven.wordpress.org - plaidchristina.blogspot.org
- * Social Networking with Facebook and Twitter

Print

- * Edited CRS Fall 2007 & Spring 2008 Recreation Guide
- * Produced posters, flyers and web banners for a variety of CRS events
- * Published full page, full color magazine ad in Modern Bride Maryland
- * Pre-press and printing of 11x17 single-color menu; 11x17 single color tri-fold menu
- * Created oversized glossy postcards
- * Formatted newsletters: *Generations*, *Middle Patuxent Environment Area*
- * Prepared and printed tri-fold brochures
- * Designed business stationary: cards, letterhead, proposals, menu packets

Marketing

- * Established marketing departments for two companies where none previously existed; Created awareness, company uniformity, credibility and increased sales
- * Developed and executed marketing plans including promotions, events, and coupons
- * Partnered with local groups that shared common demographics; maintained vast database of contacts and clients

Employment

AKA Design, Freelancer	1998 - present
Arbitron, Columbia, MD Email Marketing Specialist/ Backup Webmaster	12/2009 - present
HIT Web Design, Provo, UT Web Designer	9/2008 - 5/2010
UMD, Campus Recreation Services, College Park, MD Graphic Designer	4/2007 - 4/2008
Martin's Caterers, Greenbelt, MD Event Planner	8/2005 - 4/2007
Distinctive Catering, Bowie, MD Director, Sales & Marketing	9/2002 - 7/2005
Imagination Stage, Bethesda, MD Marketing Associate	9/2002 - 1/2003
Tully's Good Times, Syracuse, NY Marketing Director	6/1998 - 6/2002

Education

B.S. Advertising - Creative track	5/2000
S.I. Newhouse School of Public Communications	
Syracuse University, Syracuse, NY	

Expertise

Adobe CS5: Photoshop, Illustrator, InDesign * QuarkXpress *
 Microsoft Office Suite 2007 * HTML * CSS * Digital Photography
 Email Service Providers: Exact Target, Constant Contact, MailChimp