

amandaiman

Work Experience

Creative Strategist

Columbia College | Columbia, MO
January 2013 – Present

Develop and execute creative concepts and marketing materials for the traditional day campus, as well as the evening, online, and 35 nationwide campuses

Establish and maintain creative standards and guidelines

Serve as creative liaison with creative agencies, creative contractors, and other college departments as needed

Work with the digital marketing team to develop strategies and plans for digital marketing activities

Build and maintain testimonial files that include sound bytes, still images and video footage

Oversee video production, photo and broadcast shoots

Marketing & Communications Manager

Missouri Association of REALTORS® | Columbia, MO
January 2012-January 2013

Responsible for ensuring brand integrity and creative continuity across all mediums

Design and produce all graphic and visual experiences, including brochures, flyers, web graphics, PowerPoint templates, print ads, logos, invitations, email marketing components, video/broadcast elements, etc.

Lead functional and technical manager of the Association's online, email and mobile communications, as well as the organization's web and social media sites

Key role in supporting and facilitating the implementation, growth and utilization of the Association's private, professional networking system (Social CRM)

Assist in developing the Association's social networking strategy, facilitating effective and authentic conversations with members and other publics

Graphic Designer

Pamoja Ministries | Arusha, Tanzania
June 2010-November 2011

Identity development for the ministry's secular Kahawa Media division

CD & DVD media packaging for African and North American markets

Art direction, illustration and advertisements for recruitment and fundraising materials

Branding and Promotions for two-month concert tour across US and Canada

Associate Campus Minister & Art Director

Mizzou BSU Ministries | Columbia, MO
June 2008-May 2011

Lead designer of the Communications team, working to establish and maintain the BSU identity, designing promotional print materials such as posters and brochures, and creating an easy-to-update, functional website

Develop fundraising strategies and materials, including Annual Reports

Design and produce alumni relations materials including newsletters and emails

Direct technical elements of the ministry's weekly worship experience

Freelance Graphic Designer

Various Clients | 2007-Present

Design logo identities, web, print and collateral materials for local, regional and international clients

Education

University of Missouri-Columbia

Bachelor of Fine Arts with an Emphasis on Graphic Design

Graduation Date: May 2008

GPA: 3.798, Cum Laude with University Honors

skills

Adobe Creative Suites: Photoshop, Illustrator, InDesign, Dreamweaver, Flash
HTML, CSS, Wordpress
Final Cut Pro, Premiere Pro
Microsoft Word, Excel, PowerPoint
Mac & PC Platforms