

AMANDA IMAN

GRAPHIC DESIGNER

EXPERIENCE

Creative Strategist, Sr. Graphic Designer

Columbia College | Columbia, MO | January 2013 – Present

Develop and execute creative campaigns and marketing materials for the 35+ locations, including the traditional day campus program, online, and nationwide adult higher education venues

Establish and maintain creative standards and guidelines

Coordinate with agencies, creative contractors, and print vendors

Key Achievements:

- Streamlined production of 900+ annual publications
- Developed publications and marketing campaigns for the traditional campus that helped result in a 20% increase in student enrollment over 2 years

Marketing & Communications Manager

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

Managed and produced all communications and design with association members, including print, event design, website, email and social strategy

Key Achievements:

- Successfully directed an organization re-brand, with a new identity design, mission statement and organizational structure
- Collaborated with developers to design and implement the association's social CRM within a tight 4-month deadline

Graphic Designer

Pamoja Ministries | Arusha, Tanzania | 2010, 2011, 2017

Key Achievements:

- Overhauled fundraising and recruiting efforts by creating an informative magazine, which has aided in the organization more than doubling over 5 years
- Created a secular brand identity for Kahawa Media and its products, which broadened the organization access to retail establishments

Art Director and Associate Campus Minister

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

Key Achievements:

- Established and maintained the BSU's identity, designing promotional print materials and website
- Developed alumni relations and fundraising strategies from the ground up to raise a budget of \$300,000 annually

EDUCATION

BFA

University of Missouri-Columbia | 2004 - 2008

Bachelor of Fine Arts with an emphasis on Graphic Design

GPA: 3.798, Cum Laude with University Honors

CONTACT

Phone

573.575.8622

Email

Amanda.Iman@gmail.com

Portfolio

www.Amandalman.com

SKILLS

- Art direction
- Brand strategy
- Identity design
- Print design
- Package design

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