

AMANDA IMAN

EXPERIENCE

Sr. Graphic Designer, Digital Marketing Specialist

Imagemark Marketing & Advertising | 2019 – Present

Elevated client brands across multiple mediums, including print ads, social media, websites, and digital marketing campaigns.

Developed and maintained consistent brand identities for clients.

Created innovative digital marketing strategies to enhance client visibility and engagement.

Rebranded First Bank of the Lake, propelling them to the top 1% of SBA lenders nationally through comprehensive creative assets and targeted advertising campaigns.

Director of Marketing and Communications

Trulaske College of Business, MU | 2018 – 2019

Developed and executed marketing and public relations strategies to support student recruitment and alumni engagement.

Oversaw marketing campaigns that promoted research and corporate partnerships.

Creative Strategist

Columbia College | 2013 – 2018

Implemented creative campaigns and marketing materials for 35+ locations, including a traditional campus, online, and nationwide adult education venues, increasing student enrollment by 20% over two years.

Established and maintained creative standards and guidelines.

Coordinated with external agencies and vendors to ensure project alignment and quality.

Spearheaded content marketing strategies to expand audience targeting.

Marketing & Communications Manager

Missouri REALTORS® | 2012 – 2013

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

Directed an organization-wide rebrand, including a new identity design and mission statement.

Collaborated with developers to design and implement a social CRM system within a 4-month deadline.

Graphic Designer

Pamoja Ministries & Kahawa Media | Tanzania | 2010, 2011, 2017

Designed visual content and promotional materials to support various ministry and media initiatives.

Art Director, Associate Campus Minister

Mizzou BSU Ministries | 2008 – 2011

Established and maintained the BSU's identity, designing promotional print materials and website

EDUCATION

BFA

University of Missouri-Columbia

Bachelor of Fine Arts with an emphasis on Graphic Design
GPA: 3.798, Cum Laude with University Honors

CONTACT

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Portfolio

Amandalman.com

SKILLS

- **Creative Direction:** Spearheaded visual storytelling and brand consistency across platforms.
- **Marketing Strategy:** Formulated strategic plans to enhance brand recognition and market presence.
- **Digital Marketing:** Developed strategies leveraging digital channels to maximize brand reach and engagement.
- **Project Management:** Managed multiple high-stakes projects, ensuring timely and quality deliverables.
- **Brand Strategy:** Established brand guidelines and standards to maintain consistency and integrity.
- **Content Marketing:** Created compelling content to engage target audiences and drive conversions.
- **Social Media Marketing:** Utilized social platforms to enhance brand visibility and customer engagement.
- **Copywriting:** Crafted persuasive and informative copy to support marketing initiatives.
- **Adobe Creative Suites:** Photoshop, Illustrator, InDesign
- **HTML5 Banner Ads**
- **HTML, CSS, WordPress**
- **Salesforce Marketing Cloud**
- **HubSpot Marketing**
- **Active Campaign**
- **Project Management Tools:** Workfront, Asana, Basecamp
- **Microsoft Word, Excel, PowerPoint**
- **Mac & PC Platforms**