



# Amanda Smith

## Graphic Designer

### CONTACT

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### SOCIAL MEDIA

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### PROFILE

I am a creative, dedicated and self motivated designer seeking a full time position in the fields of graphic design, web design and marketing communications, where I can apply my experience while continuing to grow and develop new skills.

### EXPERIENCE

#### GRAPHIC DESIGNER & APPAREL MANAGER 2015 - PRESENT | SPECIALTY TROPHIES & ENGRAVING

- Populating and maintaining client e-stores (using Site Store Pro CMS)
- Designing logos, banners, brochures, marketing materials and e-store graphics
- Copy writing for marketing materials
- Designing and preparing graphics for apparel and engraved items
- Apparel production (operating embroidery machines, heat presses, vinyl printers and cutters)
- Writing purchase orders and invoices in Quickbooks
- Researching and preparing quotes for apparel and promotional items
- Prioritizing and scheduling apparel orders and delegating projects to staff
- Troubleshooting technical issues with equipment
- Customer service

#### GRAPHIC DESIGNER & ADMINISTRATIVE ASSISTANT 2010 - 2014 | JAZRA ENTERPRISES

- Designing corporate identities, business cards, signs, stationery, advertising and marketing materials
- Web site design, construction and maintenance for each of the Jazra companies
- Copy writing for web sites, marketing materials and radio advertising
- Answering customer inquiries via phone and e-mail
- Providing estimates, creating invoices and taking payments
- Reception/administration tasks

#### IN-HOUSE GRAPHIC DESIGNER 2007-2010 | EASIER TO READ TELEPHONE DIRECTORY

- Design and layout of printed and animated digital yellow page ads
- Design, layout and editing of telephone directories, magazines, brochures
- Web site maintenance and creation of animated ads

### EDUCATION

#### GRAPHIC DESIGN DIPLOMA WITH DISTINCTION 2002 | ST. LAWRENCE COLLEGE, KINGSTON

### SKILLS

- Graphic design & illustration
- Web site design and maintenance
- Photography and photo editing
- Corporate identity design/branding
- Copy writing
- Layout design
- Social media content
- Adobe Creative Suite (Acrobat, InDesign, Illustrator, Photoshop, Dreamweaver)
- Corel Draw
- HTML, CSS, Javascript, CMS
- Quickbooks
- Microsoft Office (Word, Excel, Outlook)
- Mac and Windows platforms