

amanda jean sprague

GRAPHIC DESIGNER, BFA

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experience

GRAPHIC DESIGNER

RIVERWORKS MARKETING GROUP

NOVEMBER 2020 - PRESENT

- Designed branded print and web materials for a wide range of clients
- Updated, tested, and sent custom HTML emails
- Project-managed and executed the maintenance of 30+ sites for a single client
- Designed custom websites for clients using Figma
- Updated websites utilizing content management software as well as custom CSS and HTML when appropriate
- Generated ideas, taglines, and copy for marketing campaigns
- Managed and published a monthly online magazine

CONTENT & CREATIVE DESIGNER

KELLY AUTO GROUP

MARCH 2018 - DECEMBER 2019

- Collaborated with the marketing team to create content across several platforms
- Produced digital and traditional media for four businesses
- Tracked and improved website performance using site auditing programs
- Worked with general managers to promote product and service specials
- Generated sales-leads through print, social media, and email campaigns
- Maintained three company websites utilizing their individual content management programs

GRAPHIC DESIGNER, TAP ROOM MANAGER, EVENT COORDINATOR

CHATTANOOGA BREWING CO.

MAY 2015 - MARCH 2018

- Created marketing collateral to increase outside and in-house beer sales
- Overhauled the brewery's website, building an online store for merchandise
- Utilized SEO to generate private event leads and grow online sales
- Coordinated private and public in-house events
- Managed procurement, design, and delivery of merchandise
- Established and produced a monthly newsletter
- Monitored and populated Google My Business page
- Oversaw reputation management across several platforms

UX/UI DESIGNER, PHOTOGRAPHER

SUPPLYHOG INC.

APRIL 2013 - APRIL 2015

- Worked with the developers to create a thoughtful and intuitive user experience
- Organized, art directed, and executed photo shoots for product pages, marketing assets, and vendor profiles
- Designed materials for pitch decks, print collateral, and social media campaigns
- Worked inter-departmentally to create compelling promotional materials
- Provided excellent customer service, procured and fulfilled online orders

skills & strengths

ADOBE CREATIVE SUITE

FIGMA

UX/UI DESIGN

CONTENT MANAGEMENT

PHOTOGRAPHY

SITE AUDITING

PROJECT MANAGEMENT

EMAIL MARKETING

PROOFING

GOOGLE SUITE

MICROSOFT OFFICE

CUSTOMER SERVICE

- Confident using Adobe Creative Suite to create designs for both web and print
- Comfortable designing presentations using Keynote, Google Slides, and PowerPoint
- Experienced in building and maintaining websites using content management systems such as WordPress, October, and Squarespace
- Passionate about creating enjoyable, intuitive experiences online and in-person
- Quick learner and adapter
- Resourceful and shows initiative
- Organized and communicative
- Comfortable leading projects and communicating with clients