

Amanda K. Wolf
2243 Arthur Ave.
Lakewood, Ohio 44107
440.666.7984
www.amandawolf.us
me@amandawolf.us

Experience

2013 - Present | Sampson/Carnegie, Cleveland, OH | Brand Experience Designer

Sampson/Carnegie is a branding, marketing, advertising, and PR firm who represents notable businesses throughout Northeast Ohio. www.smarterthinking.com

- Design, development, and production of all client branding, advertising programs, marketing campaigns, email campaigns and newsletters, and regular client communications, both print and digital
- Manages social media for all clients, planning and executing regular campaigns to increase engagement and brand awareness through creative imagery and compelling copywriting
- Manages and maintains all client websites, including site design, blog content writing, search engine optimization, and back end programming
- Manages and maintains company web and filemaker servers

Clients: Busch Funeral and Crematory Services, Don's Lighthouse, Don's Pomeroy House, Austin's Restaurants, The Cleveland Ballet

2005 - 2010 | Predictive Service, Cleveland, OH | Creative Director

Predictive Service, recognized by the Inc. 5000 and the Weatherhead 100, is a leading predictive maintenance and reliability services provider, servicing Fortune 1000 companies worldwide. www.predictiveservice.com

- Directed teams of designers, copywriters, and vendors to produce successful marketing and corporate materials, supporting the company's needs within budget and time constraints
- Led creative conceiving and review for advertising, website development, and corporate marketing campaigns throughout the year
- Coordinated with sales team to plan and execute regular marketing programs to increase brand awareness and generate revenue
- Redeveloped user interface for company's flagship web-based reporting application, working closely with IT to assist in its execution and programming
- Wrote, directed and produced the company's quarterly newsletter publication
- Served as media and Public Relations contact, writing regular press releases and fielding questions from the press as needed
- Planned, developed, and produced global interactive marketing campaigns to announce the company's online training division

2000 - 2013 | The Belfry Productions, Cleveland, OH | Founder, Art Director

The Belfry Productions is a creative multimedia solutions agency for large and small businesses nationwide.

- Provided creative vision for improved multimedia experiences
- Designed, developed, and programmed external and internal web communities for clients
- Directed a small team of programmers to assist in the development of feature rich web applications
- Researched and developed strategies for regular marketing campaigns and communications, further refining strategies and delivery based on user feedback
- Advised clients on social networking and media strategies
- Directed and implemented corporate branding for several agencies
- Guided new business development and networking to expand business and increase profitability
- Published in Dream Interactive's book, [600x800](#), a collection of work featuring notable designers around the world
- Featured flash animator at By Designers For Designers' annual flash film festival

Clients: Kenwood Audio, Procter & Gamble, National Healing Corporation, Cleveland Municipal School District, WFDU FM, The Phantasy Nightclub, University Hospitals

2001 - 2002 | The Scher Group, Streetsboro, OH | Interactive Designer

The Scher Group provides complete online training solutions to Fortune 100 clients. www.ontimetraining.com

- Conceptualized, planned, and produced interactive training seminars with media rich content
- Successfully redeveloped the online presence for a company subdivision

1999 - 2000 | Jackson Gray, Inc., Chicago, IL | Design Associate/Webmistress

Jackson Gray specializes in graphic design and web development services for clients across the US.

- Managed the creative development and project execution for selected clients
- Responsible for presentation of creative strategy and concepts to clients
- Directed a team of programmers to produce custom e-commerce solutions
- Featured speaker on web design for an educational seminar sponsored by the City of Chicago

Clients: Illinois Bureau of Tourism, Grant Park Music Festival

1998 - 1999 | 3Com Corporation, Chicago, IL | Graphic Designer

3Com Corporation is a \$1.3 billion global enterprise networking solutions provider. www.3com.com

Directed the design and production of support material for all US Robotics products worldwide

1997 - 1998 | Brown MC, Chicago, IL | Creative/Primary Interactive

Brown MC is Chicago's oldest advertising agency, servicing businesses and non-profit organizations across the US.

- Managed the design and development of all interactive and web based projects
- Responsible for the presentation of creative concepts and strategy to potential clients
- Coordinated with the Associated Press to release regular advertising campaigns for clients

Clients: Principal Financial Group, Moore Business Services, M.A.D.D.

1995 - 1996 | Miami Valley Hospital, Dayton, OH | Graphic Design Co-op

Miami Valley Hospital is the 5th largest hospital in the nation. www.miamivalleyhospital.org

- Managed the design and production for all advertising and corporate communications
- Directed the hospital's quarterly magazine
- Served as Creative Director in absence of full-time employee
- Received honors for a successful healthcare centered marketing campaign

Skills

Corporate communications, copywriting, corporate branding, print design, environmental design, project budgeting, media purchasing, personnel and project management, web design and development, interactive design, advertising and marketing, content management systems, CSS, HTML, SEO, video production. Proficient in Mac and Windows applications.

Education

1991 - 1997 | University of Cincinnati

College of Design, Architecture, Art, and Planning, Graphic Design major.

Participated in the Professional Practice Program, alternating quarters of study with work in the field of Graphic Design. Dean's List, 1994-1997. GPA: 3.8/4.0.

College of Engineering, Aerospace Engineering major.

Participated in the Professional Practice Program, alternating quarters of study with work in the field of Aerospace Engineering.

1987 - 1991 | Edison High School, Milan, Ohio.

Graduated top 10% of class. GPA: 3.8/4.0.

References available upon request.