

# AMANDA FRANCESE

GRAPHIC DESIGN & CREATIVE MARKETING

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Portfolio: [jackbennydesigns.com/portfolio](http://jackbennydesigns.com/portfolio)

## PROFILE

Results-driven graphic design and marketing professional experienced in the execution of integrated creative marketing plans and programs, to improve the competitive position and profitability of an organization. Over 14 years of marketing experience including advanced graphic and web design capabilities with strong project management and communication skills. A dedicated and enthusiastic individual with the ability to prioritize and multitask in an individual or team-oriented environment.

## EXPERTISE

Creative Development	Typography Enthusiast
Project Management	Typesetting
Brand Development	Website Design
Print Production	Digital Marketing
Printing Techniques	Photography
Color Management	Event Management

## TECHNICAL SKILLS

### Graphic Design

Adobe In Design, Illustrator, Photoshop

### Microsoft Office

Word, Excel, Powerpoint

### Website Platforms

Wordpress, Go Daddy Website Builder, Shopify, HTML/CSS

### Social Media Activation

Instagram, Facebook, LinkedIn

### Email Marketing

Mailchimp, Constant Contact

**Project Management** Basecamp, Hootsuite, Microsoft Teams

## EDUCATION

Graphic Design Certificate  
Art Institute of Schaumburg  
Schaumburg, IL | June 2009

Web Development Certificate  
Art Institute of Schaumburg  
Schaumburg, IL | March 2010

Bachelor of Arts and Humanities  
Eastern Illinois University  
Charleston, IL | May 2007  
Major: Communication Studies  
Minors: Advertising & Public Relations

## PROFESSIONAL EXPERIENCE

### Owner / Creative Development

#### Jack Benny Designs

La Grange Park, IL  
October 2018 - Present

- Specializing in the design and production of both personal and business communications, Jack Benny Designs offers a wide range of graphic design and integrated marketing services to most effectively market our client's brand and/or event.
- Graphic design services include company collateral and branding such as logo development, business cards, brochures, advertisements, mailers, menus, marketing materials and websites.

### Marketing & Creative Project Manager

#### American Egg Board

Park Ridge, IL  
November 2015 - October 2018

- Launched Eggs in Schools Program to increase egg usage in school nutrition programs across the country; includes webinars, product showcases at industry events, turnkey nutrition tools, menu innovation, success stories, engagement with key stakeholders, maintaining relationships with commodity board members.
- Responsible for the development and implementation of all communications at school events.
- Managed a \$2M budget to increase egg usage in school nutrition programs through research, education and promotion.
- Worked with USDA on a daily basis to ensure key messaging and guidelines were being followed.
- Guided and directed integrated marketing communications to ensure company wide brand messages were carefully aligned including advertising, social media, website content and target promotional activities.
- Served as AEB's in-house graphic designer to conceptualize and execute the design of both print and web graphics.
- Coordinated and supervised photoshoots including creative direction, product styling, and management of digital image library.
- Layout and execution of key industry communications – newsletters, promotional material, resource cards, recipe cards, miscellaneous marketing material.
- Project leader of company tradeshow and events including the management of internal personnel and vendors.

### Corporate Marketing Manager

#### INX International Ink Co.

Schaumburg, IL  
May 2007 - October 2015

- Creative development and graphic design responsibilities included: company collateral, sales literature, advertisements, newsletters, event signage, web pages and tradeshow graphics.
- Planned and coordinated company advertising and public relations program including the scheduling, creative development and distribution of print and electronic advertisements and press releases in order to generate strong and consistent brand awareness of the company and its products.
- Management of INX's web presence including design, development, daily maintenance and updating of company website and social media platforms.
- Coordinated and implemented company tradeshow program and event planning activities including pre-show promotion, booth delivery, staff management, lead follow-up, customer entertainment and promotional efforts.

*Design* is the silent ambassador of your brand.

- Paul Rand