

Amber Cartier

Qualifications

Highly creative and experienced Graphic Designer with knowledge of multimedia in the printing and publishing industry. Possessing organizational skills with digital file databases and archiving systems on Macintosh or PC in a fast paced deadline-driven environment. Accustomed to a symbiotic relationship with marketing and information technology departments as an enthusiastic and communicative team player. Imaginative creator of quality product designs with an emphasis on cost reduction and collaboration on campaigns toward a corporate vision.

Professional Experience

Graphic Designer – National Marine Suppliers, Fort Lauderdale, Florida, 2015-Present

Produced advertisements/advertorials meeting deadlines; shared company press release information with various industry magazines; managed the social media accounts; copywriting for company newsletters/email campaigns/press releases; art direction; designed promotional items, company vehicle wraps, signage, custom apparel, and booth wall art for various annual international boat shows; worked jointly on company event planning; collaborated with department heads to create and design marketing collaterals for their respective departments including photographing models wearing product or utilizing product on location from concept through completion. *Select Work: Invictus, The Super Yacht Report, Dockwalk, The Triton, and Yachting Matters magazines.*

Key Achievements:

- Worked directly with Editor of Invictus Magazine streamlining information from department heads to create a special section article "The Top 100 Onboard Essentials" featuring our products resulting in sales revenue, as well as readership and advertising revenue for the magazine two years in a row.
- Assisted organizing and planning company events as fundraisers including annual industry Poker Runs, Golf Tournaments, and Customer Appreciation Parties attended by 250-10,000 guests, including sourcing and producing promotional swag items, and working at events in different capacities.

Freelance Graphic Designer – Various Clients, South Florida, 2003-Present

Managed design of marketing materials, advertisements, brochures, logo designs, business cards, flyers, posters, floor plans, photo retouching, and artist CD packages from concept through completion. *Select Work: Musicians Erik Norlander, Lana Lane and Starr Ackerman, eCar Movers, Gold Coast Jazz Society, T&R Floors, Motor Yacht Destiny, Boca Impact Window & Door, Presidential Jets, Vanguard Security Solutions, Anytime Dance Studio, PEBB Enterprises, Strategic Development & Construction Group, JD's Painting & Renovations, Lana Lane Bakery, Eventide, BrowardPrint.com, All Stars Sports Bar and Grill, Cafe Iguana Pines, Jam Girl and more.*

Creative Designer – The Tribune Company, Deerfield Beach, Florida, 2011-2015

Produced advertisements/advertorials meeting project deadlines and requirements for multiple studios including The Orlando Sentinel, The Sun-Sentinel, The Hartford Courant, The Baltimore Sun, The Chicago Tribune, The Los Angeles Times, The Newport Daily Press and The Allentown Morning Call; creatively designed advertisements for City & Shore Magazine; and collaborated with team of designers including Multimedia Department to facilitate branding designs for The Orlando Sentinel's special sections from concept through completion. *Select Work: Cars.com, Greenway Ford, Auto Finder, Bob Dance, Airport Chrysler, Real Living, Coldwell Banker, Prudential, Mattress One, 20/20 Eyeglasses, Tuffy Auto Service and many more.*

Key Achievements:

- Achieved 90% accuracy and consistently worked on higher complexity averaging 50 projects on a weekly basis.
- Assisted company through adversity with completed advertisements that generated profits for company to emerge from bankruptcy.
- Working in this capacity the newspapers had a combined daily circulation of over 1,380,000 and won the Pulitzer Prize and many other awards.

Freelance Designer – International Yacht Collection, Fort Lauderdale, Florida, 2014-2015

Assisted department while staff was out on medical leave; utilized information from company website on yachts for charter and sale to create brochures for sales presentation meetings, mailings, and boat shows; developed assorted materials as needed for brokers and their assistants; and created advertisements for various magazines. *Select Work: Boat International, Showboats International, Yachting, Yachts International, Super Yacht World, Invictus and Business Jet Traveler magazines.*

Key Achievements:

- Adapted to work/fold quickly and learned in-house print production equipment with little training while primary staff was out of office on medical leave.

Graphic and Marketing Coordinator – Sonic Reality Incorporated, Sunrise, Florida, 2008-2013

Coordinated design of marketing materials, websites, advertisements, product branding, package design, trade show and office signage, and graphic user interfaces; managed projects with print vendors to meet requirements; facilitated relationships with press and media to gain exposure, place advertisements, and press releases; managed social media account; and posted related news to company website.

Key Achievements:

- Designed new interactive media projects for mobile devices, and complete re-design of company and e-commerce websites.

Imaging Designer – The LP Watch Group, Hollywood, Florida, 2010-2011

Orchestrated product imaging requests for vendor websites and storefronts with photography, photo manipulation, and enhancement of jewelry merchandise; designed marketing materials, advertisements, product branding, jewelry box stickers, and signage for multiple product brands from concept through completion; and communicated with print vendors to meet project requirements. *Select Work: Overstock.com, Zales.com, Ideeli.com, RueLaLa.com, HauteLook.com, Chronoshark.com, 1SaleADay.com, JC Penney's, Military Shopping Channel, Sam's Club Puerto Rico, Starboard Cruises, and The Bellagio and Aria Hotel and Casinos in Las Vegas.*

Key Achievements:

- Advanced personal program knowledge to develop video commercials for vendor websites and company DVDs.
- Aided business during financial hardship finalizing imaging projects grossing over \$3,000,000 revenue.

Production Director – New Times Broward Palm Beach Village Voice Media, Fort Lauderdale, Florida, 2004-2008

Coordinated graphic design projects; collaborated with marketing and sales executives; conceived designs for advertisements, newsletters, promotional materials and sales collateral; directed production team; coordinated freelance designers; facilitated vendors meet project deadlines and requirements; proofed client supplied PDFs; and management of operational, strategic, financial, staffing and administrative functions. *Select Work: Presh Med Spa, Advanced Cosmetic Laser Center, South Florida Center for Cosmetic Surgery, Meyerhoeffer Gallery, Vintage Diversity, Coco Asian Bistro, Renegade Barbeque, Café Iguana Pines and Automatic Slims.*

Key Achievements:

- Earned fifteen awards from The Florida Press Association for advertisement designs, four of which were first place.
- Working in this capacity the magazine had a weekly circulation of 75,000 and won the Livingston and other awards.
- Rapidly advanced from Graphic Designer to Production Director managing department, staff, and acted as liaison at press checks.

Technical Proficiency



Education

Associate of Arts Graphic Design, 1999 Broward Community College
Bachelor of Science Media Arts & Animation, 2004 Art Institute Ft. Lauderdale

Contact Information

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