



AMANDA LEE

DIGITAL MARKETER & GRAPHIC DESIGNER

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View my portfolio: www.designsbyalee.com/previous-work

About Me

Proactive, flexible, creative, and thrives with ambitious performance goals. Energetic with outstanding organizational skills, attention to detail and follow through, and proven ability to work effectively under pressure. 13 years of hands-on experience and demonstrated success in planning, developing, and delivering successful digital campaigns, designs, and project management.

Skills

HTML
SEO
Adobe Creative Suite
Microsoft Office
Project Management
Graphic Design
Email Marketing
Fundraising
Leadership
Copywriting
Direct Mail Marketing
Social Media Marketing
Problem Solving
Website Development
Data Management & Analysis

Contact information

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(903) 818-8432

Email Address
aleedesigns@live.com

Social Media
[@aleedesigns](#)

Portfolio

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Additional work history and references available upon request.

Education

Bachelor of Science | Graphic Design & Visual Media
Southeastern Oklahoma State University

Certifications

- 2020 Blackbaud | Luminate Fundamentals and Email Marketing
- 2021 Nonprofit Tech For Good | Digital Marketing & Fundraising
- 2023 Codefinity | HTML Coding, Hubspot | SEO
- 2024 Hubspot | Email Marketing & Social Media Marketing

Experience & Accomplishments

Partnership With Native Americans

January 2022 - April 2024 | Director Of Digital Fundraising & Design

- Increased \$40k/mo Google Ad grant by 108% to \$1M in 2022
- Strategized, developed, and implemented successful email marketing campaigns from end to end - increasing email marketing revenue by 14%, and open rates to 50% (2x industry standard)
- Increased sustainer revenue by 14% to account for 51% of department revenue.
- Developed innovative and creative collateral for print in direct mail - targeting 800k donors monthly
- Effectively managed a remote team of 6
- Developed and implemented successful strategies for SEO, resulting in a promotional video with Google highlighting program impact through Google Ads

November 2020 - January 2022 | Digital Fundraising Manager

- Increased revenue by more than 200% in 2020 to \$1.2 million and maintained this level of revenue through 2023
- Increased sustainers by 15%, increasing monthly revenue to 43% of all revenue
- Developed content acquired by USA Today (1.7M readers)
- Increased \$40k/mo Google Ad grant by 195% to \$118k/mo
- Effectively identified, hired, onboarded, managed, and mentored 3 new team members responsible for all digital fundraising and advertising avenues
- Collaborated with communications to develop new avenues for advocacy (lesson plan, fact sheets, landing pages, etc.)
- Prepared, maintained, and met annual budget, strategy, and goals for digital

October 2013 - November 2020 | Digital Fundraising Specialist

- Spearheaded all avenues of digital fundraising including social media - increasing followers by 15%
- Successfully collaborated with cross-departmental teams to develop a #GivingTuesday campaign raising more than \$120k in 72 hours
- Designed new collateral and processes to promote brand management and thought leadership
- Improved digital fundraising operations through data analysis, A/B testing, SOP development, and reporting - based on industry best practices
- Assisted with successful rebrand in 2015

Additional Experience

2011 - Present | A. Lee Designs - Freelance Graphic Designer and Marketer

- Established and managed a freelance graphic design business to assist companies with brand development and promotion
- Developed creative ad content for various media including magazines, menus, business cards, product packaging, websites, banners, and social media
- Conceptualized and designed logos, videos, and social media content to promote brands
- Managed several brand social media accounts, increasing engagement by more than 100% and followers by 15% organically
- Kept abreast of trends and best practices and increased knowledge through research and completing several intensive certification courses

October 2012 - December 2013 | RGB Eye Associates - Receptionist

- Managed, sorted, created, filed, and stored confidential medical documents
- Scheduled appointments with four different physicians to optimize patient satisfaction
- Prepared daily schedule of examinations for each physician
- Maintained a neat and orderly receptionist area
- Assisted patients with confidential documents and billing questions

May 2012 - September 2012 | MedEquip International - Billing Coordinator

- Coordinated with other departments to ensure accuracy of billing information
- Prepared, filed, and sent invoices
- Maintained and updated confidential medical records
- Reconciled account discrepancies

April 2011 - February 2012 | 360 Mechanical - Office Manager

- Managed relationships with vendors and service accounts
- Developed and designed print ads, flyers, and direct mail material
- Maintained bookkeeping databases and spreadsheets, updating information as needed to improve company procedures and day-to-day operations
- Communicated with previous clients and customers to request payment and arrange payment plans
- Managed company budget and processed payroll on a weekly basis
- Scheduled and dispatched drivers, work crews, and equipment to appropriate locations based on customer requests and immediate needs

October 2010 - January 2011 | Elite Printing - Assistant Designer

- Received, scheduled, and assisted in prioritizing printing and design requests from individual clients as well as district school sites and other large groups such as sports teams
- Reviewed completed jobs and monitored works in progress to assure proper printing processes
- Estimated time and material requirements for printing projects
- Assisted staff with developing, designing, and applying screen prints, vinyl prints, and embroidery
- Operated a variety of finishing equipment including vinyl printers and cutters, high-speed digital copiers, booklet makers, cutters, printers, scanners, computers, and assigned software.

February 2007 - October 2010 | Texas Roadhouse - Hourly Manager/Trainer

- Coordinated daily front-of-house restaurant operations, delivering superior service - customers requested me by name on multiple occasions
- Responded efficiently and accurately to customer complaints to maximize customer satisfaction
- Ensured compliance with sanitation and safety regulations and trained new employees on best and proper customer services practices
- Created detailed expense, income, and other financial reports while successfully managing a team of 20 employees nightly