

Amy Reid

Driven problem solver with a proven ability to develop compelling graphics for both web and print, web sites, and web content. Dynamic employee with a strong desire to build for the future through leadership, education, teamwork, and innovation. Thriving in fast-paced environments.

PROFESSIONAL EXPERIENCE

Flex-N-Gate
Urbana, IL

March 2012 - Present

Graphic Designer

Responsible for creating print material, website design and maintenance, and interior design for Flex-N-Gate, as well as the owner's other businesses, including the Jacksonville Jaguars and Urbana Country Club. Leading the Urbana Country Club's \$5.5 million renovation while creating the club's dining menus, event posters, and membership and marketing materials. Design all print materials, web ads, and websites for the Jacksonville Jaguars Junior Jags and Cub Club, along with any other signage, advertisements, and web projects as requested by their Guest Services and Marketing departments. Also provide design services for the owner and his family's personal needs, including invitations, cards, and signs.

Amy Reid Designs
Mahomet, IL

November 2009 - Present

Freelance Web and Graphic Designer

Self-employed designer and developer of websites, logos, print collateral and more. Responsible for creating weekly email campaigns, and updating client websites and social media accounts. Set-up and monitor Google Analytics accounts. Move websites from hard-coded sites to Content Management Systems such as WordPress. Clients include Michelle's Bridal Shoppe, Old Orchard Lanes and Links, and Timothy John Salon.

RMO Creative
Savoy, IL

March 2010 - June 2011

Graphic and Web Designer / Search Engine Optimization Specialist

Responsible for designing and programming new websites – including e-commerce sites and sites using Content Management Systems – and designing various print collateral for both in-house and client needs. Responsible for each client's search engine optimization, both on-page and off-page. Communicated progress of projects to clients and adjusted project based on their feedback. Trained and guided company Interns.

Emmis Communications
Indianapolis, IN

June 2004-November 2009

Digital Brand Manager

Responsible for designing and maintaining content for five Emmis Indianapolis radio stations, WLHK, WYXB, WIBC and WNOU, graphic design, photo editing, news writing and editing, database management, Intern and new-employee training, client management, market research, e-newsletter production, and project analysis. Responsible for three other Digital team members. Assist in programming and client videos, including planning, shooting and editing video footage. Web sites listed below:

- <http://www.B1057.com>
- <http://www.hankfm.com>
- <http://www.wibc.com>
- <http://www.ihsaasports.org>
- <http://www.radionow931.com> (Won Emmis website of the year 2006/2007)

EDUCATION

Bachelor of Arts

DePauw University

May 2005

Flute Performance focus, Deans List, Orchestra member, Band member, School of Music House Manager and Marketing Assistant

Minor: Mass Communications

Adobe Photoshop
Adobe Illustrator
Adobe Dreamweaver
Adobe InDesign
Adobe Bridge
HTML
CSS
iMovie
Microsoft Office Suite
WordPress
Google Analytics
Constant Contact
Social Media Platforms
MAC and Windows OS