

amy shutter

CONTACT

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- www.amyshutter.com

EDUCATION

- BACHELOR OF ARTS:** 2014
GRAPHIC DESIGN
State University of New York
at Oswego
- ASSOCIATE OF SCIENCE:** 2012
HUMANITIES & SOCIAL SCIENCE
Cayuga Community College

SKILLS

- HTML
- CSS
- WORDPRESS
- PHOTOSHOP
- ILLUSTRATOR
- INDESIGN
- MUSE
- AFTER EFFECTS

EXPERIENCE

- PRES** 2016
GRAPHIC/WEB DESIGNER & IT MARKETING SPECIALIST
IMS360 Group - Roseland, NJ
 - Create client assets including: print and web-based interactive infographics, animated banner ads, eBooks, custom vector illustrations, brochures, and post cards
 - Revitalize the IMS360 digital footprint by overhauling the company website and brand identity
 - Develop responsive emails and landing pages for client marketing campaigns
 - Nurture client relations through continuous written and verbal communication
 - Spearhead the creation of internal marketing tactics
 - Implement brand refresh and website modernization for parent company
- 2016 - 2014
GRAPHIC/WEB DESIGNER
Madison Performance Group - New York, NY
 - Redesigned and maintained company website
 - Designed company-wide marketing collateral such as infographics, publications, brochures, and flyers
 - Developed external email marketing campaigns
 - Constructed corporate brand identity
 - Customized company technology to suit client needs with mockups for developers
 - Created large scale print materials for tradeshow booths
 - Traveled to numerous industry tradeshow events
- 2014 - 2013
GRAPHIC DESIGNER/WEB DEVELOPER
SUNY Oswego - Oswego, NY
 - Optimized website with new features and responsive design for improved usability
 - Edited and organized information to improve readability on the web
 - Designed digital and print materials to promote the Cooperative Education program