



# AMANDA POLNICKI

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(978) 810-1474

[www.amandapolnicki.com](http://www.amandapolnicki.com)

## SKILLS & EXPERTISE

Digital & print design, social media marketing, digital and print advertising, page layout, branding, logo design, SEO (Search Engine Optimization), email marketing, email design, content calendars and strategization, blogging, copywriting, HTML & CSS knowledge, leadership & management

## PROGRAMS, SITES, & APPLICATIONS

Adobe Creative Cloud, Adobe Acrobat, Adobe Illustrator, InDesign, Photoshop, Dimension, Premiere Pro, Adobe Express, Bronto, Klaviyo, Hubspot, Hootsuite, YOTPO, Later, Unbounce, WYSIWYG website builders, Google Analytics, Google Ads, Facebook Ads, Google Search Console, Google My Business, Wordpress, Netsuite, Squarespace, Final Cut Pro, Procreate, Trello, versatility between PC/Mac

## OTHER SKILLS

Painting, studio art, custom illustration, digital illustration, entrepreneurship, organization, time management, file management, communication, customer service

## PURPOSE

I am a graphic designer and marketer focused on creative branding and unique solutions. I am passionate about design across all platforms, including digital and print. Having illustrated since a young age, I demonstrate a vast knowledge of art and design theory, and incorporate all of these elements in my own works.

## EDUCATION

North Shore Community College:

**A.S. GRAPHIC DESIGN (Integrated Media)** | Graduated Dec. 2019

**SOCIAL MEDIA MARKETING CERTIFICATE (SMC)** | Graduated Dec. 2019

## EXPERIENCE

### GRAPHIC DESIGNER

*Cardio Partners | February 2023 – Present*

Conceptualizing, developing, and designing innovative digital and print collateral for our four brands. Rebranding fliers, sell sheets, e-books, infographics, and website designs to match new brand guidelines. Designing web banners and emails on a monthly basis to promote sales. Leading and managing photoshoots to generate proprietary imagery and footage. Creating proprietary illustrations for our Heartsmart brand in order to further humanize the emergency preparedness industry. Overseeing our freelance graphic designer and providing design direction where necessary to efficiently complete overflow projects.

### SOCIAL MEDIA MANAGER

*Social Wonder | November 2022 – February 2023*

Acting as the Account Manager, Social Media Marketing Manager and Strategist for 33 unique clients in the real estate and beauty industry. Strategizing, designing, creating, and scheduling over 250 pieces of content per week to post on social media across all clients. Developing brand guidelines and templates unique to each client while maintaining branding across all posts and graphics. Communicating daily with clients to respond to questions, provide content, and maintain client relationships.

### DESIGN & MARKETING MANAGER

*Didriks & Local Root | Jan. 2022 – November 2022*

Overseeing and managing all advertising, marketing, and design for Didriks and Local Root. Managing social media accounts and providing direction for advertising initiatives. Conceptualizing, strategizing, and designing monthly promotion print and digital materials. Developing blog strategies, creating briefs, and delegating work to interns for execution. Hosting weekly deliverable check-ins for progress updates and training sessions. Updating website homepage and landing pages using HTML & CSS. Designing promotional emails and creating audience segments for high open, click, and conversion rates resulting in high AOV purchases.

### MARKETING COORDINATOR

*Didriks & Local Root | Dec. 2020 – Jan. 2022*

Developing innovative content marketing strategies to promote existing and incoming products. Designing click-worthy social media, ads, graphics, and a wide array of digital content to push across all digital platforms. Generating impressionable print collateral to feature in-store.

### FREELANCE GRAPHIC DESIGNER | Jan. 2017 – Present

Create logos, branding, digital content, and print collateral for a variety of corporate and small businesses.

## CERTIFICATIONS

**HOOTSUITE SOCIAL MEDIA MARKETING CERTIFICATION** | April 2019



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January 2024

To Whom it May Concern,

I am writing this letter to provide further insight into why I am a good candidate for this position.

As a graphic designer, brand specialist, and digital content connoisseur, I work to create designs and layouts that compliment company branding, tone, and content. My work is about creating simple designs with a big impact, in a timely and efficient manner. As a recent Graphic Designer and Design & Marketing Manager, I have worked on numerous projects and developed an extensive knowledge of design software and marketing and advertising techniques. Furthermore, I've worked with various clients to develop print and digital media that catered to their individual needs. I pride myself in having experience working as not only an in-house graphic designer but also working within an agency setting, and as an individual freelancer.

In addition to an educational background and project record, I also have a long history in various mediums of art, design, marketing, and advertising. Samples of my expertise include:

- Assessing a company's current branding, tone, and content to develop a unique marketing plan and design layout. Working within company wants and needs to create an innovative marketing and advertising plan that best works for them. This includes logos, emails, graphics, ads, social media, illustrations, fliers, brochures, and other print and digital collateral.
- Working both individually and within a team to develop marketing campaigns and media that promote new and existing products, events, or services.
- Overseeing small teams and various freelancers. Providing mentorship and content direction in order to effectively complete delegated tasks and projects.
- Effectively managing time and working efficiently in order to balance a variety of large projects at one time.
- Creating custom branded illustrations for a variety of projects and tailoring them to each initiative.

Please review the attached resume for more details regarding my skills, education, and accomplishments. Additionally, my updated portfolio can be located at [www.amandapolnicki.com](http://www.amandapolnicki.com). I can be reached at the telephone number and e-mail listed above and embrace all invitations to further discuss my work or skills as needed.

Thank you for your time and consideration.

Sincerely,  
Amanda Polnicki