



AMANDA DEPALMA

DESIGN • STRATEGY • CREATIVE

{ EXPERIENCE | CURRENT }

MARKETING WERKS

LEAD CREATIVE

JANUARY 2013 - PRESENT

- Oversee and manage the creative department and all work for current clients, prospective clients and the agency's brand
- Partner with department to concept and refine ideas on all work
 - Administer various phases of creative work and ensure efficient workflow
- Ensure delivery of projects within time frame and according to target
- Coordinate with business development and account teams on new business
- Present and discuss creative work to clients
 - Interpret briefs to discover insights and foundations for the work
 - Participate in conceptualization meetings with project stakeholders
- Lead ideation and work as part of an integrated, multi-discipline agency team
- Supervise and develop deliverables, ensuring a client's want and brand equity
- Recruit new designers and outside vendors

FREELANCE

DESIGNER

AUGUST 2004 - PRESENT

Clients: Saxton, Des Moines, IA | Preferred Development, Chicago, IL | Kid Motion, Winnetka, IL | New Bridge Marketing, Chicago, IL | DangerBird Records, Hollywood, CA | TheTripwire.com, NYC, NY | The Fader Label, NYC, NY | Mercy Records, Los Angeles, CA | Zen Yoga Garage, Chicago, IL

{ SKILLS & GENERAL COOL STUFF }

Creative Cloud Expert | Creative Ideation & Direction | Event Site Design | Branding | Presentation/Deck Design | Strategic Program Development | Brainstorm Facilitation | Photography | Painting | Fluent Spanish Speaker | 200-Hour Registered Yoga Instructor

{ VOLUNTEER EXPERIENCE }

Chicago Cares | Carolyn Gable Expect a Miracle Foundation | Lakeview West Community Pantry | Glass Slipper Project | Women Employed | Christopher House | Lincoln Park Community Shelter

{ EXPERIENCE | PAST }

MARKETING WERKS (PREVIOUS TITLES HELD)

STUDIO MANAGER/SR DESIGNER

2010 - 2013

- Key Clients: Verizon, LEGO, Air National Guard, Sony PlayStation, Hershey's
- Planned, analyzed and created visual solutions for client marketing communication design needs including logos, signage, vehicle wraps, advertisements, premiums, and uniforms
- Hired, managed and reviewed full-time designers, freelance designers and interns
- Reviewed and approved all work leaving the design studio
- Collaborated and mentored designers on creating the best work possible

DESIGNER

2007 - 2010

- Proposed, planned and implemented an in-house graphic design department, what is today's Creative Department
- Developed visual solutions for clients' marketing communication needs
- Worked with Creative Director to manage and implement new processes while helping build up the department staff

SALES & MARKETING COORDINATOR

2004 - 2007

- Created new business presentations from start to finish including concept creation, research, layout design and production of final materials

CORNERSTONE PROMOTION | THE TRIPWIRE.COM

CONTRIBUTING WRITER/DESIGNER

JUNE 2003 - AUGUST 2004

- Created still and animated web ads for major and independent record labels, including Universal, RCA, Virgin, Astralwerks, Reprise
- Contributed daily news stories, album and concert reviews with primary focus on the alternative music arena

{ EDUCATION }

VALPARAISO UNIVERSITY | MAY 2004

BACHELORS OF SCIENCE IN FINE ARTS

MINOR IN ART HISTORY

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