



AMANDA DEPALMA

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{ CURRENT EXPERIENCE }

ROOSEVELT UNIVERSITY

DIRECTOR OF BRAND MARKETING | '15-PRESENT

- Responsible for defining an optimal brand position and strategy for Roosevelt University, and for developing, executing, managing and measuring its effective implementation across the institution.
- Serves as the chief brand champion for Roosevelt, responsible for building consensus behind effective execution of the brand's visual and voice expressions across the organization, and ensuring that investments in marketing efforts are optimized to sustain the brand.
- Analyzes Roosevelt's brand in the market and develops brand strategy and positioning that increases awareness and support of Roosevelt University, its schools and programs. Develops, executes, manages and measures its effective implementation
- Cultivates and manages relationships with leadership in the schools and departments to drive effective university brand and marketing strategies that build enrollment, increase donor and alumni participation, retain students and employees, and expand external support.
- Works with the marketing leadership team to develop content marketing strategies that effectively articulate the distinctiveness and appeal of Roosevelt University.
- Shares marketplace trends, data, and evidence-driven models to drive strategic decisions across the institution. Monitor market trends and competitors to identify opportunities for Roosevelt's positioning.
- Produces high quality communications collateral that supports overarching marketing and communications objectives to include: web-based content, multi-media, video, podcasts, photo assets, print and digital signage and other marketing materials.
- Develops and tests new communication media that creatively share Roosevelt's story and brand position and target our primary audiences.

ROOSEVELT UNIVERSITY (PREVIOUS TITLE HELD)

CREATIVE DIRECTOR

FREELANCE DESIGNER

Saxton, Des Moines, IA | The Moran Center, Evanston, 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

{ VOLUNTEER WORK }

Healing to Action | Board Member, Development Committee
Bikes & Music | Board Member
America's Urban Campus | Board Member

{ PAST EXPERIENCE }

MARKETING WERKS

LEAD CREATIVE

- Oversaw and managed the creative department and all work for current clients, prospective clients and the agency's brand
- Partnered with department to concept and refine ideas on all work
 - Administered various phases of creative work to ensure efficient work flow
- Ensured delivery of projects within time frame and according to target
- Coordinated with business development and account teams on new business
- Presented and discussed creative work to clients
 - Interpreted briefs to discover insights and foundations for the work
 - Participated in conceptualization meetings with project stakeholders
- Lead ideation and work as part of an integrated, multi-discipline agency team
- Recruited new designers, conceptors and outside vendors

MARKETING WERKS (PREVIOUS TITLES HELD)

STUDIO MANAGER/SR DESIGNER

- 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

DESIGNER

- 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

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

{ EDUCATION }

VALPARAISO UNIVERSITY
BACHELORS OF SCIENCE IN FINE ARTS

ROOSEVELT UNIVERSITY
MASTERS OF SCIENCE IN INTEGRATED MARKETING COMMUNICATIONS