

amanda winter reass

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## qualifications profile

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Original and imaginative graphic designer with an appreciation for bold colors, funky compositions, and unexpected twists. Detail oriented and deadline driven; an abstract thinker with clever and inventive ideas. An enthusiastic and organized team player with well developed written and verbal communication skills and accustomed to executing projects within budget guidelines.

Creative experience in the following:

### GRAPHICS & PRINT

- print advertisements
- vinyl banners
- billboards
- postcards
- logo creation
- t-shirts
- in-store signs & posters
- stickers & decals
- flyers & inserts
- business cards
- coupons

### WEB

- page banners
- buttons
- homepage highlights
- basic CSS
- basic HTML
- Constant Contact direct e-mails
- Google AdWords

### EXTRAS

- basic photography
- media relations
- press releases
- event coordination
- sponsorship packet
- employee training guide
- monthly newsletters
- store presentation & environment
- invitations

## technical proficiency

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PLATFORMS: Mac OSX, Windows Vista, XP

APPLICATIONS: Adobe Creative Suite 2: Illustrator, Photoshop, InDesign, Image Ready  
Macromedia: Dreamweaver 8  
Microsoft Office Suite: Word, Excel, Power Point  
iLife: Keynote, Pages  
Wacom Bamboo Drawing Tablet

## professional experience

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### TREK BICYCLE STORE - COLUMBUS, OHIO

Creative Marketing Coordinator, June 2007 - Present

Position created due to expansion of company into two additional Ohio markets [second Columbus store and Cincinnati store.] Worked with owner to customize position responsibilities encompassing all marketing, advertising, in-store promotional materials, and events. Scope of position includes creation of all print and digital graphic design work, as well as advertising placements in newsprint, radio, television, and community bulletins. Work directly with account representatives in market spots and time slots appropriate to Trek's demographics and customers. Management of store website and creation of original content through SmartEtailng, creation of all direct e-mails to customer database through Constant Contact, and management of Google AdWords marketing campaign. Also lead coordination of special events and community outreach events.

#### KEY ACHIEVEMENTS:

- Annual Breast Cancer Awareness Ride
  - Grew event from 75 riders in 2007 to 187 riders in 2008
  - Offered corporate event sponsorship opportunities and added a silent auction, contributing to an increase in funds raised for charity from \$1,875 in 2007 to \$8,270 in 2008
  - Partnered with the Stefanie Spielman Fund for Breast Cancer Research to increase local recognition and impact
- Created and developed monthly newsletter
- Since June 2007, per month average website hits increased by 52%, visits by 58%, and page views by 47%
- Since June 2007, direct e-mail opens increased by 43%

professional experience

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## TREK BICYCLE STORE (continued)

## Sales Manager, September 2006 - April 2007

Promoted to Sales Manager to manage sales staff, order product, and maintain store operations including merchandising sales floor, displays, and product placement to ensure consistency for two store locations. Taught in-store clinics and classes as well as coordinated events and promotions, and created supporting graphics. Created and implemented systems to facilitate more efficient store operations. Involved in customer service and sales, including role as lead salesperson. Maintained and updated store website through SmartEtailing.com. Created e-mails to customer database announcing events, sales, and store information via Constant Contact and answered consumer e-mail inquiries for both stores.

## Sales Associate, May 2006 - September 2006

Applied product knowledge to assist customers with product selection. Worked with sales staff in opening and closing duties, including sales floor preparation, store appearance, and re-stocking inventory.

## CHERYL&amp;CO. - COLUMBUS, OHIO

## Shift Supervisor, Easton Town Center, September 2005 - October 2006

Managed staff and daily store needs. Lead sales and projects; resolved customer service issues. Opened and closed store, including daily cash out procedures.

## Shift Supervisor and Administrative Assistant, Summer 2005

Same daily store management responsibilities for all store locations as needed to augment staffing needs as required. Requested by District Manager to assist Home Office administrative staff on over/low projects and clerical work.

## RETAIL SALES POSITIONS - COLUMBUS, OHIO

## Victoria's Secret, June 2005 - January 2006

## Express, November 2003 - January 2004

## Macy's Department Store, November 2001 - January 2003

## Uptown Pharmacy, September 2000 - June 2001

- Aided pharmacists, handled stock orders and closing duties.

educational background

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## OHIO UNIVERSITY - ATHENS, OHIO

## Bachelor of Arts in Psychology, June 2006

## ACTIVITIES:

## PEER TUTOR - OHIO UNIVERSITY

- Statistics for the Behavioral Sciences, Psychology Department, 2005-2006

## RESEARCH ASSISTANT - OHIO UNIVERSITY

- Research assistant for psychology PhD student Ryan Baldrachi, 2005

## LANGUAGES:

Basic French

## THE OHIO STATE UNIVERSITY, OFFICE OF CONTINUING EDUCATION - COLUMBUS, OHIO

Adobe Illustrator CS/CS2 - Level 1, April 2008

Adobe Photoshop CS/CS2 - Level 1, May 2008

## TREK UNIVERSITY - WATERLOO, WISCONSIN

Sales and Product Training, February 2006

- Attended 3-day training session at Trek Headquarters

