

# AMANDA L. ZAVATCHAN

## GRAPHIC ARTIST

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## OTHER EXPERIENCE

### +Design Intern

Daffy Dan's  
May 2011 - August 2011

### +Design Administrator Intern

Great Lakes Science Center

### +Stars Program Usher

Cleveland Playhouse Square

### +City Development Leadership

Look Up To Cleveland Program

### +Creative Arts Mentee

Artworks

## SKILLS

- +Printing Setup
- +Marketing Analytics
- +Social Media Marketing
- +Adobe Creative Suite
- +Microsoft Office
- +Web Design
- +HTML/CSS
- +Wordpress
- +Mailchimp

## EDUCATION

### +Bowling Green State University

Graduated 2013 Cum Laude  
Bachelor of Science & Technologies  
Visual Communication Technology

### -Organizations:

Sigma Kappa:  
Greek Sing Chair, PR Chair  
Alpha Lambda Delta  
University Dance Alliance  
Historian, Vice President  
Dance Marathon  
Morale Captain, Biker  
VCTO

## EXPERIENCE

### Graphic Production Artist

Morgan Litho  
June 2015 - October 2015

Cleveland, OH

- + Sole graphic artist for Morgan Litho. Design various visual solutions: brochures, booklets, postcards, invitation packages, banners, business cards, and a large variety of other print materials.
- + Sole individual for setting up all artwork for various printing processes: offset, screen, and digital; both xerography and inkjet.

### Internet & Marketing Administrator

Triangle Rent A Car - *Acquired by Enterprise Holdings February 2015*  
February 2014 - March 2015

Raleigh, NC

- + Created and implemented a social media plan to establish a consistent streaming schedule across various platforms while producing diverse content.
- + While maintaining the logo per owner's request, constructed a new brand identity for Triangle Rent A Car via social media and various marketing materials.
- + Constructed multiple creative contests, raffles and other promotions each month for increased customer interaction. The construction included an overall strategy of how the promotion would be implemented, a design for advertising the promotion, and content writing for the terms and conditions, rules, and affidavit form.
- + Took initiative and researched Triangle Rent A Car's inconsistent presence online and provided a full report that included a plan of action to slowly diminish these inconsistencies.
- + Designed and wrote content for the monthly e-newsletter sent to 30,000+ Triangle Rent A Car customers.
- + Designed a variety of marketing materials including: tradeshow banners, inter-office documents, magazine advertisements, and company pitch packets.

### Design Manager | Design Intern

Niceshirt.org  
May 2013 - December 2013 | August 2012 - May 2013

Bowling Green, OH

- + Provided content for the company's training guide along with presenting company processes on training day including specific setup for design files and actual printing methods.
- + Oversaw design interns within the creative design department; meeting weekly for critiques, upcoming projects, and practice techniques.
- + Established and implemented a full project plan for the affiliate brand, Bliss, which would be rolling out to reach a larger audience. This included a construction of brand creation, audience research, online presence structure, product creation, and other logistical aspects.
- + Designed apparel graphics for a variety of organizations along with company marketing collateral.

### Auction House Intern

Gray's Auctioneers & Appraisers  
May 2012 - August 2012

Cleveland, OH

- + Further strengthened the company's brand identity by maintaining a presence on social media and the company website.
- + Developed monthly auction catalogs for online and print media that were viewed internationally for sales during and after auction dates.
- + Designed graphic posters to advertise throughout greater Cleveland, OH for upcoming auctions.
- + Formed extensive contact lists for press releases and e-blasts that would provide international attention to various lots being sold in upcoming auctions. These lists allowed for the selling of a Picasso vase to a gallery in France.
- + Compiled an extensive amount of company data to create and provide an analytical report with a marketing strategy included.