

AMY L MCNAMARA

GRAPHIC DESIGNER

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almcnamara.design

EDUCATION

The Art Institute of Virginia Beach, 2012 – 2015
Bachelor of Fine Arts in Graphic Design

Germanna Community College, 2006 – 2010
General Studies

ADDITIONAL TRAINING/SPECIAL QUALIFICATIONS

- Windows and Mac
- Proficient in Photoshop, Illustrator, InDesign, Wix, basic HTML and CSS, Microsoft Word, Microsoft PowerPoint.
- 2018 Active Security Clearance
- 2012 – 2015 President's list, Dean's list, Honor Roll

EXPERIENCE SUMMARY

Amy McNamara holds a Bachelor of Fine Arts degree in Graphic Design from The Art Institute of Virginia Beach. She is highly proficient in Adobe Creative Suite and other graphic software. Amy is skilled in drawing, illustration, photo manipulation, concept and layout development, editing graphics and technical documents, creating mock-ups, preparing files for web and print, and coordinating the purchase of ready for print documents. She is experienced in working on multiple contracts while adhering to brand standards and timelines. While communicating with an event coordinator, she designed several promotional, training, and outreach event graphics for the Transportation Security Administration (TSA). Amy also created informational graphics while working on the Interstate Technology and Regulatory Council (ITRC) contract. Being in the corporate office for two years and remote for three years, she designed and edited various proposal materials, as well as brand and marketing graphics for Resource Management Concepts, Inc. Most recently, Amy has provided two years of Marketing support to four small Veteran-Owned businesses simultaneously, while working as a Marketing Specialist for Tuttle Creek Management, LLC. She has assisted in development and maintained company websites. Managed and coordinated a monthly marketing meeting with Chief Operating Officers from each company. While working with a vendor, Amy not only created trade show booth graphics but also coordinated and administrated the four companies participation at NAGUS (National Guard Association Of The United States). She was also in charge of company branding: such as business card design and purchasing, marketing one pagers, and creating/updating PowerPoint briefings. Having garnered this experience, Amy is competent working independently and in team settings.

SPECIFIC TASK EXPERIENCE

Marketing Specialist (Remote), August 2021 – June 2023 **Tuttle Creek Management, LLC.,** Theresa, NY.

- Responsible for meeting with clients to plan and implement various marketing campaigns for brand-building and lead generation that align with overall company goals and sales targets.
- Helped gather, analyze and present brand, competitor insights, trends, and data.
- Coordinated public relations and outreach initiatives, including press release distribution, awards, company announcements, and other company related events.
- Collaborated with team members to execute sales and marketing campaigns, leading brainstorming sessions to execute marketing plans for internal and external projects.
- Worked with creative teams to come up with branding ideas, graphic designs, promotional materials and advertising copies.
- Implemented in outbound and inbound marketing activities by displaying expertise in certain areas such as events planning, advertising, optimization and content development.
- Responsible for creating innovative marketing campaigns depending on robust data and present the recommendations to management.

Graphic Artist, December 2015 – July 2021

Resource Management Concepts, Inc., Lexington Park, MD.

- Responsible for developing graphic products for technical documents, outreach materials, newsletters, poster design, brochures, informational graphics, marketing and promotional initiatives, proposal covers, org charts, business cards, flash banners, and logos.
- Responsible for the acquisition of project specific details and providing mock-ups, layouts, and styled implementation.
- Facilitated every aspect of the design process including but not limited to the conceptualization, formatting, editing, and realization.
- Supported TSA's Environmental Management Program (EMP) under the Occupational Safety, Health, and Environmental Division (OSHE) contract by collaborating with the event coordinator to format relative content for each task to submit for vetting. Provides all subsequent editing until final product is achieved.

- Supported RMC's proposal efforts by collaborating with the contract coordinator to develop, format, and edit all graphic content. Provides all subsequent editing until final product is achieved.
- Coordinated a schedule with clients to prioritize multiple projects based on deadlines.

Contractor, May 2014 – April 2015
Dupont, Virginia Beach, VA.

- Designed graphic images for DuPont's training website, Coastal Training Technologies Corp., following guidelines for brand standards.
- Coordinated with Project Manager to develop training content.
- Responsible for acquiring stock photos, photo manipulation, formatting and editing content, and the realization of each graphic.