

# Amanda An

GRAPHIC DESIGNER

 (717) 376-8014  aan710@gmail.com  [www.amandaan.com](http://www.amandaan.com)

## WORK EXPERIENCE

### **Assistant Supervisor**

#### ***Kapp Advertising Service***

Lebanon, Pennsylvania

December 2023 - January 2024

- Demonstrated strong leadership by providing supervision, guidance, and support to the Layout Department
- Optimized workflow management for improved efficiency and organization
- Served as a proficient liaison between Sales Representatives and the Layout Department, ensuring clear communication and effectively meeting client needs
- Led training and development initiatives for Graphic Artists and Proofreaders, fostering their professional growth and enhancing skills

### **Graphic Artist**

#### ***Kapp Advertising Service***

May 2015 - January 2024

- Proficiently employed industry-standard tools such as InDesign, Illustrator, and Photoshop to edit, retouch, and design layouts with precision
- Developed retail and classified advertisements throughout the Central Pennsylvania region
- Successfully operated under demanding timelines, consistently meeting strict turn-around schedules
- Performed thorough proofreading of pages to ensure quality assurance and control standards were met
- Reviewed Color Separations in Pre-Press for Pages/Sheets, ensuring compatibility with the Raster Image Processor (RIP)
- Created Printing Plates efficiently using the Raster Image Processor (RIP)

### **Advertiser Marketing Coordinator**

#### ***Kapp Advertising Service***

September 2017 - December 2023

- Managed the planning, execution, and scheduling of regional E-Blast marketing campaigns
- Monitored and analyzed the performance of advertising campaigns, providing insights and recommendations for optimization
- Maintained and updated contact lists for advertisers, readers, and employees

### **Graphic Artist/Fill-In Lead Artist**

#### ***Advertising Outsourcing Services***

Wilkes-Barre, Pennsylvania

December 2011 - September 2012

- Utilized InDesign and Photoshop for precise editing, retouching, and layout design
- Created retail and classified ads for numerous national news publications across the United States
- Established effective communication with newspaper representatives via email and SNAP software to ensure adherence to guidelines
- Demonstrated exceptional organizational skills to efficiently manage day-to-day tasks

## EDUCATION

### **Bachelor Of Fine Arts in Graphic Design**

#### ***Marywood University (2006-2011)***

Scranton, Pennsylvania

#### Activities/Honors:

- Chi Alpha Epsilon
- Student Government Association
- I.H.M. Scholarship Recipient

## TECHNICAL SKILLS

- MAC/PC Operating Systems
- Adobe Creative Cloud • Gimp • Lunacy
- Cricut Design Space • QuarkXPress
- Final Cut Pro • iMovie • Microsoft Office
- Google Workspace • Grammarly • WordPress
- Campaigner • HTML • CSS