

# Amanda An

## GRAPHIC DESIGNER

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### 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