

Amy Voiles

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To me marketing is an art of memory and of balance. From research and planning to branding and execution, I have worked with companies to create media and messaging that can be used in a diverse range of both print and interactive applications.

As expected of a professional marketing project manager, I am able to effectively communicate at all levels of organizations; focusing on high-level business objectives at the leadership level or development tactics at the team level. This approach requires me to have a strategic understanding of the business goals as well as knowledge of the technical concerns of implementation. I am adept at helping coworkers gain confidence and experience in decision-making, project planning and execution, as well as identifying and overcoming obstacles by researching and fully utilizing available resources.

Since companies have been driven to do more with less, I have found the integration of behavioral analytics, cutting edge technology and creativity critical to effective communication. It is essential to create images and experiences that create relationships with customers as well as promote products, services, or ideas. The thoughtful organization of verbal concepts has become an integral part of the online experience.

Technically, I have a long list of software expertise in both print and interactive media including Dreamweaver, Flash, Photoshop, and other appropriate applications. I also bring proficiency in scripting languages such as HTML5, CSS, and PHP, and the required knowledge of Mac, and PC operating systems and multiple platform applications. I am active in related professional organizations and regularly participate in conferences to enhance my skills with new trends and technologies and share ideas with other designers and educators.

I look forward to the opportunity to discuss the company and the role I could play.

Sincerely,

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Education

Master of Arts: Interactive Design, Savannah College of Art and Design

Bachelor of Fine Arts: Graphic Design, The University of Tennessee at Chattanooga

Technical Skills

- **Software** – Adobe CS: Photoshop, Dreamweaver, Fireworks, InDesign, Illustrator, Flash, Acrobat. MS Office: Word, Excel, PowerPoint, Publisher. 3D Modeling: 3DS Max, Blender.
- **Languages** – Scripting: PHP/MySQL, Flash ActionScript 3, jQuery and JavaScript Markup: HTML, and HTML5, XML, XHTML, Ajax, and Cascading Style Sheets
- **Analytics** – Google Analytics, Compete, Urchin, Omniture (Adobe Insight).
- **Systems** – Proficient with Mac and PC operating systems. IIS and Apache Web hosting.
- **Platforms** – Cross browser compatibility. Mobile device content optimization. Email marketing.

Work Experience

Propex - Chattanooga, Tennessee

June 2010 – January 2012 > Interactive Marketing Manager

January 2012 – November 2012 > Marketing Leader

Developed the goals, objectives, strategies and annual plan for Interactive Marketing that created and maintained customer relationships through websites, email, online learning and social media.

- Collaborated with executive leadership to determine e-marketing objectives in the context of analytics, ROI analysis, market research, and customer segmentation. Developed strategies that ensured the user experience achieved the company's goals and objectives to facilitate growth online.
- Lead inter-departmental team's interactive media projects. Coordinated tactical efforts of programming, design, strategic content creation, and communication during planning, development and implementation with I.S. and company's business units.
- Coached team members to efficiently plan and execute projects, facilitated effective problem solving.
- Assessed internal capabilities and selectively hired third party vendors to develop solutions that meet the company's website, online media or mobile requirements.
- Provided direction for the continuity of campaigns across traditional media platforms including printed advertisements, trade shows, press releases, and sales collateral.

Jones Management - Cleveland, Tennessee

March 2008 – May 2010 > Senior Web Designer

Responsible for establishing the look and creative direction for web, email, and other interactive formats.

- Implemented web designs and online marketing projects with emphasis on web design standards, cross browser accessibility, and search engine optimization.
- Created interfaces utilizing user-centered design principles, multi-variant testing, behavioral analytics.
- Developed project briefs along with design concepts and prototypes, and worked with marketing and programming teams to achieve desired outcomes.

Crafted Ink - Harrison, Tennessee

April 2004 – February 2008 > Principal Designer

Originated cross media campaigns including advertisement, brochure, invitations and mailers, interactive applets and web site designs.

- Helped clients assess needs in terms of content, usability, and accessibility. Determined site structure, the look and feel, and coded dynamic content and/or interactive applets.
- Implemented web design parameters, style guides and visual standards. Created appropriate product/conceptual imagery for clients including animation, illustrations and photography.

Fillauer Companies - Chattanooga, Tennessee

January 2000 – March 2004 > Creative Director

Implemented designs from conception to completion for printed and electronic media.

- Ensured continued department progress in advertising, photography, technical brochures and web design. Excellent management of workflow, organization, and archiving standards.
- Received exceptional feedback from executive level for the introduction of award winning designs.