

# AMANDA RECKER

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## MARKETING & DESIGN PROFESSIONAL

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Accomplished Graphic Designer and Marketing Specialist with over 13 years of dedicated expertise in creating compelling visual solutions and driving successful marketing campaigns. Proven ability to seamlessly merge artistic creativity with strategic marketing insight to deliver exceptional results. Adept at conceptualizing and executing innovative design concepts, branding strategies, and multimedia campaigns that captivate audiences and boost brand visibility. Demonstrated proficiency in a wide range of design software and a track record of collaborating effectively with cross-functional teams to meet project objectives.

### TECHNICAL SKILLS

Adobe Creative Suite  
Microsoft Office  
Google Suite  
Intercom  
Marketo

### QUALIFICATIONS

Organize & Prioritize Projects  
Quick Learner  
Team-Oriented  
Customer-Focused  
Self-Motivated

### ABOUT ME

Home Improvement Guru  
Organization Junkie  
Aspiring Salsa Dancer  
Family-Oriented  
Comedy Show Regular

## MARKETING & DESIGN EXPERIENCE

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### Meridian Knowledge Solutions, *Remote*

May 2022 - Current

#### Graphic Designer & Content Strategist

- Revamped the company's branding and image by introducing a fresh color palette, font, brand guidelines, and gold decks, followed by conducting comprehensive company-wide training to ensure a consistent and unified brand application.
- Developed and executed paid and social campaigns based on the desired customer's journey in AdRoll and LinkedIn (i.e., allocating a budget, design creation, campaign creation, and reviewing performance).
- Established an efficient organizational system using SharePoint, enabling employees to readily access the latest marketing materials and maintain a unified brand image.
- Provided support to our parent company in the implementation of new website imagery, case studies, conference booth graphics and banners, etc.
- Advised on the development of content in videos and an online customer training platform - Customer Community design and layout.
- Managed creative requests company-wide in addition to creating templates for consistent and time-efficient production (i.e., case studies, datasheets, one pagers, gold decks)
- Planned 25th Anniversary Cocktail Reception and Charity Event for 50 people.

### Covideo, *Indianapolis, IN*

September 2010 - March 2022

#### Brand & Design Specialist

August 2020 - March 2022

- Completed and oversaw creative requests for marketing and sales to support and help close deals (i.e., ebooks, handouts, graphics, and website/social media images).
- Executed and ran our rebranding workshop to build a more cohesive and identifiable brand.
- Created B2B SaaS presentations for sales demonstrations, product overviews, and customer onboarding.

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- Arranged conference submissions, speaking arrangements, exhibiting opportunities and coordinated marketing materials (i.e., swag, booth artwork, one-sheeters) to increase brand awareness to new audiences.
- Launched an onboarding process for new hires and provided them with necessary items, such as email signatures, business cards, and introductory materials to set them up for success in their new position.
- Implemented newsletters to engage and inform users, promote new features, and drive website traffic.
- Designed emails, product tours, and pop-ups to notify customers of new features using Intercom.

## Email Marketing Manager

January 2019 - August 2020

- Managed and executed email marketing campaigns using Marketo.
- Created email content and marketing plans for outreach.
- Collaborated with the sales department to produce prospect lists in desired verticals.
- Consulted with videographers to create scripts and ensure videos were completed on time.

## Graphic Designer

September 2010 - January 2019

- Helped create a customer-centric atmosphere while clients' needs constantly evolved.
- Communicated directly with clients to create the desired branding.
- Generated the CSS and HTML code needed to complete the design process.

## Jani-King International, Addison, TX

August 2012 - May 2014

### Graphic Designer

- Corresponded with all US regions and in-house departments to create the necessary items, from advertisements to large format and LED stadium signage.
- Updated training/marketing materials while staying consistent with company branding.
- Had vast exposure to deadlines and fostered cooperation with clients and vendors to ensure projects were completed above client expectations.

## EDUCATION

Purdue University, West Lafayette, IN

May 2010

Bachelor of Arts, Dual Degree in Visual Communications Design and Photography/Related Media