

# Laurel AMATANGELO

ART DIRECTOR

## CONTACT

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REFERENCES AVAILABLE UPON REQUEST

## BACKGROUND

### **ARCHER MALMO MEMPHIS, TN**

ART DIRECTOR

12/10 – PRESENT

Art lead and support for conceiving, creating, and strategizing dedicated national and local campaigns. Works with retail, animal-pharma, non-profits, and agriculture clients both in the B-to-B and B-to-C space.

Primary work goal is to help to create and enhance brand affinity and loyalty through various ad campaigns and support materials. Duties include creating brand materials, conceiving campaigns and campaign strategies; coordinating with account services, media, PR, interactive and client; organizing photoshoots and directing freelancers.

### **SIGNATURE ADVERTISING MEMPHIS, TN**

DIGITAL DESIGN SPECIALIST

04/09 – 12/10

Created internet based campaigns, website planning, design and development, motion graphics, interactive applications, and email marketing campaigns.

### **WOLFE DESIGN MARKETING SACRAMENTO, CA**

SENIOR GRAPHIC DESIGNER

10/06 – 12/08

Worked directly with clients to accomplish their design needs including but not limited to: brochures publication, business systems, and web design.

## EDUCATION

### **CSU SACRAMENTO SACRAMENTO, CA**

BS GRAPHIC DESIGN - GPA 3.6 CUM LAUDE

9/03 – 5/06

### **ARC COMMUNITY COLLEGE SACRAMENTO, CA**

GENERAL EDUCATION - GPA 3.6

9/01 – 5/03

### **49ER ROP GRAPHIC COMM. NEVADA CITY, CA**

REGIONAL OCCUPATIONAL PROGRAM

9/99 – 12/00

## INTERNSHIPS

### **SHAFFERS ORIGINAL PHOTOGRAPHY**

**GRASS VALLEY, CA**

COLLEGE SENIOR INTERNSHIP

1/06 – 05/06

### **LECTRAMEDIA PRINTING NEVADA CITY, CA**

ROP HIGH SCHOOL INTERNSHIP

9/00 – 12/00

## PROGRAMS + SKILLS

### **PROGRAMS/MEDIA**

Adobe Creative Suite through CC:

Photoshop,

InDesign,

Illustrator,

Dreamweaver

After Effects

Wordpress CMS

Microsoft Office Suite

XHTML and CSS

Workamajig

Basecamp

### **SKILLS**

Art direction

Photo & video shoot production

Print production

Pre-production

Color theory

Logo design/corporate identity

Publication design

Package design

Poster/flyer design

Apparel design

Concept development

Project planning and management

