



AMANDA CZAJKOWSKI

Graphic & Web Designer

PROFESSIONAL SKILLS

Brand & identity management
Corporate-wide collaborator
Detail-oriented
Deadline-driven
Project management
Team management
Team training

SOFTWARE SKILLS

Adobe Creative Suite
WordPress
Joomla
Google Workspace
Microsoft Office
Pardot
Mailchimp
Salesforce
HubSpot
Hootsuite
Vidyard
3D Issue

CERTIFICATIONS & PD

- Google Analytics Certification
- HubSpot Email Marketing Certification
- HubSpot Social Media Certification
- Pardot Admin Bootcamp

EXPERIENCE

CREATIVE COMMUNICATIONS ASSOCIATE

Butler County Tourism & Convention Bureau
Mar. 2021 - Present

- Design Official Visitors Guide
- Create advertising materials including brochures, flyers and business cards
- Establish brand identities for Bureau initiatives including Butler County Beer Circuit and Coffee Connection
- Design and send marketing emails (to members and the public)
- Assist members with needs, including logo and marketing material design

WEB, ELECTRONIC & SOCIAL MEDIA MANAGER

CentiMark Corporation
Jan. 2018 - Mar. 2021

- Retained all responsibilities of Web & Electronic Marketing Designer
- Delegated responsibilities and workflow to team members
- Managed vendor partnerships
- Collaborated on departmental purchasing decisions

WEB & ELECTRONIC MARKETING DESIGNER

CentiMark Corporation
May 2014 - Dec. 2017

- Maintained three division websites, plus internal employee intranet
- Composed and designed re-engagement email campaigns and drip programs
- Created digital marketing pieces (monthly eNews, digital brochures & more)
- Maintained video library
- Managed social media for 80 branch offices
- Analyzed marketing data & developed marketing plan via collaboration

WEBSITE DESIGN INTERN

CentiMark Corporation
Jan. 2014 - May 2014

- Organized and migrated content to new website platform/CMS
- Tested websites to identify and document issues
- Resolved issues through collaboration with various support teams
- Collected and analyzed metrics for monthly analytics meetings

EDUCATION

CALIFORNIA UNIVERSITY OF PENNSYLVANIA

Bachelor of Science, Graphic Communications and Multimedia Technology
2010 - 2014

REFERENCES AVAILABLE UPON REQUEST