

AMANDA ALVARADO

GRAPHIC DESIGNER

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EXPERIENCE

BEERMANN LLP | Chicago, IL | 5/2021 to Present Marketing Coordinator

- Creating Branding and consistent Brand Identity based off website.
- Establishing and managing a cohesive Social Media presence. (*Facebook, LinkedIn, Instagram*)
- Regularly updating the company website. (*WordPress*)
- Creating and Updating company assets. (re-creating brand logo, print materials, event banners, 65th anniversary logo, etc.)
- Coordinating with print production company to update current office materials or establish new ones. (print media, office stationery, branded mousepads, etc.)
- Coordinate award nominations and preparing press releases.
- Ideation of Social Media content initiatives, Marketing Materials, Website Improvements.
- Coordinate internal Business Development Workshop events.
- Creating Attorney initiated marketing materials. (advertisements, social media images, etc.)

JWC MEDIA | Highwood, IL | 6/2018 to 5/2021 Advertising Account Manager & Graphic Designer

- Established communications with clients to coordinate in-house print advertisement creation or press-ready print advertisement submissions for four publications.
- Designed and submitted advertisement proofs for clients based on client submitted materials and art direction (if provided.)
- Inspected press-ready ads for errors or printing issues upon receipt.
- Ability to work within several simultaneous deadlines.

EDUCATION

CARTHAGE COLLEGE | Kenosha, WI | Class of 2017
Major: Graphic Designer | Minors: Studio Art & Creative Writing

SKILLS

Web & Print Design | Copy Writing | Coordinating and Managing Multiple Concurrent Deadlines | Problem Solving | Prompt and Professional Internal and External Communication | Content Management | File Management

TOOLS

macOS | Windows OS | Adobe Acrobat Pro | Photoshop | InDesign | Illustrator | Microsoft Word | Excel | PowerPoint | Constant Contact | Google Suite | Canva | WordPress | Social Media | Vendasta | Sendible | Hootsuite