



# Amanda Coleman

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## Related Experience

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### Development Communications Coordinator

[Houston Ballet](#), Houston, TX

- Design outgoing invitations, reports, slides, and other communication pieces using Adobe Suite
- Working closely with management to produce fresh, creative designs that reflect the Houston Ballet brand
- Create branding guide for [Nutcracker Market](#) 2024 marketing campaign
- Design and coordinate ads with marketing agency to promote the market and special events
- Write various articles for HB publications including all programs and the bi-annual magazine
- Coordinate printing with outside printers to produce high quality designs

### Freelance Graphic Designer

*Branding and Websites, Remote*

- Hold client consultations to gather info on design needs and wants
- Establish job parameters: cost, time, deliverables
- Design requested deliverables: logos, branding guides, web design, custom graphics
- Interpret and apply client feedback to designs
- Package and send deliverables in an easy-to-use manner to optimize user experience

### Graphic Design Intern

[VI Marketing and Branding](#), Oklahoma City, OK

- Receive and translate design briefs into creative deliverables using Adobe Suite
- Update and redesign past agency projects
- Receive and apply feedback from supervisors to designs
- Shadow creative directors in meetings, projects, and commercial shoots
- Attend various meetings and seminars, learning about industry-relevant information

### Graduate Assistant

[Gaylord College](#) at the University of Oklahoma, Norman, OK

- TA for Ad Campaigns, Ad Design, Intro to Design, Strategic Planning and Brand Strategy; RA for Lindsay + Asp
- Advise students, giving guidance on Adobe software and assignments
- Assist professor with organization, grading, class, etc.
- Create and gather graphic and video content for clients; design infographics and fliers; attend client meetings

## Education

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### The University of Oklahoma: Gaylord College of Journalism and Mass Communication

*Graduate Studies, Fall 2022-Spring 2024*

- Master of Arts in Strategic Communication
- Accelerated Masters Program
- Project Client: [Stone Sisters Organics](#)

*Undergraduate Studies, Fall 2020-Spring 2023*

- Bachelor of Arts in Advertising
- 3.85 GPA
- Alpha Gamma Delta sorority member

## Skills

- Advance in Photoshop, Illustrator, InDesign
- Familiar with Premiere Pro, AfterEffects, XD
- Web Design with WordPress, Wix, Weebly, etc.
- Graphics, Logos, Layouts, Basic Photography
- MRI Simmons, SPSS

## Awards and Honors

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- [AAF District 10](#) Student Campaign Mosaic Award; Top 3 for [AAF Nation Mosaic Award](#), 2024
- Miami School of Communication Top Student Paper, [IPRRC](#) 2023
- James F. Paschal Mentoring Scholarship, 2023
- Joe W. Shary Journalism Endowed Scholarship, 2021

