

# Amanda Kay

## *Creative leader and brand builder with 15+ years of experience*

I'm a Swiss Army knife of verbal and visual communication – passionate about developing meaningful, memorable brands from the ground up, stewarding them through evolving business needs, and amplifying them with thoughtful, measurable campaigns.

## Experience & Key Accomplishments

### Atlas — Chicago

#### **Creative Director** 03/2022 - 02/2023

Led an internationally distributed in-house creative team and managed freelancers while collaborating with leads in comms, growth, content, product, sales and more to run B2B campaigns for a global HR SaaS platform

- Achieved website traffic increase of ↑200% and boosted LinkedIn followers by ↑55% through the successful launch of an accelerated rebrand within three months
- Supported the company in securing up to \$200M of VC funding through the design of effective analyst and investor presentations

### Traffic Tech — Chicago

#### **Marketing & Creative Director** 06/2021 - 12/2021

Oversaw global marketing processes and systems, driving the successful expansion of a rapidly growing company with 30+ locations

- Implemented targeted recruitment campaigns and messaging to attract top talent, supported by impactful branded promotional merchandise
- Conducted strategic research to lay the foundation for a brand refresh

### The Gettys Group — Chicago

#### **Marketing Director** 01/2020 - 10/2020

Headed brand marketing for multiple lines of B2B services and sub-brands

- Cut thousands of dollars in waste from the annual budget by auditing department spending and developing best practice guidelines – such as reducing email marketing costs by \$200/month
- Launched 2-4 multi-channel campaigns per month for ghostwritten content that earned session durations x2.5 longer than average
- Increased engagement for three brands on social media: ↑60% LinkedIn post shares; engagement per impression ↑42% on Instagram, ↑30% on Facebook; Instagram follower growth ↑34%, Facebook ↑36%

#### **Senior Brand Strategist** 06/2019 - 01/2020

Developed differentiated brands for hotels, bars, and restaurants through strategic market research and competitor analysis – resulting in successful positioning statements, brand narratives, visual identity concepts and more

- Received high praise from a major client's global SVP for delivering the best brand concept presentation they had seen, leading to new business opportunities
- Co-led an initiative to rebrand and relaunch our own service lines to better position them for highly targeted clients; one launch campaign created the singularly highest day of traffic on our website that year

## Connect

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## Education

The University of Notre Dame

**Bachelor of Fine Arts,**

**Graphic Design**

Cum Laude

## Certifications

Google Skillshop

**Google Analytics IQ**

Certified power user

LinkedIn Learning

**Digital Marketing Specialist Certification**

26+ hour course with exams in SEO, social media, content marketing, Google Ads & Analytics, email marketing

IDEO U

**Storytelling for Influence**

5-week cohort course in methodology for telling powerful, persuasive stories

### Senior Brand Designer 04/2016 - 06/2019

Developed and executed creative concepts to support The Gettys Group and its multiple sub-brands' B2B marketing and branding

- Assumed responsibilities of vacant Marketing Director position, overseeing external PR and SEO consultants, providing direction for social media and email campaigns, analyzing competitors, and making strategic recommendations for brand messaging
- Produced and co-directed a video about company culture that has been watched 33.5k times – with average viewers watching 80% of the 1:25 duration – leading to an increase in quality candidate applications

### TEAMS Design — Chicago

#### Senior Communication & Branding Manager 04/2015 - 03/2016

Led international colleagues in building out my solo digital marketing work into a collaborative global process

- Promoted into role after consistently demonstrating a strong understanding of organizational needs and exceeding expectations
- Played a key role in shaping the company's new brand by representing the U.S. studio on an international committee responsible for defining implementation standards
- Initiated the successful adoption of Trello collaborative project tracking software, enabling a global team to efficiently plan website content and supporting social media and email campaigns

#### Senior Graphic Designer 09/2010 - 04/2015

Established and managed official company social media accounts, revamped website design, and oversaw junior team members' project work

- Set up and maintained social media profiles on key platforms (LinkedIn, Instagram, Facebook, Twitter) with tailored content guidelines
- Designed and developed an interim Joomla website that served as the company's main online presence for several years
- Successfully advocated for a modern rebranding initiative, replacing our outdated logo from 1962

#### Visual Branding 04/2007 - 09/2010

Created work for clients in a diverse range of print and digital media, including: packaging, app design, video editing, brand guidelines, logo and iconography development, and user interface design

- Conceptualized and coded a "configurator" desktop app that allowed clients to customize product concepts' user interfaces, colors, materials, and finishes; led to faster approvals and aided clients in creating custom SKUs for retailers like Target and Walmart

### Key Skills

- Brand Strategy & Design
- Storytelling
- Art & Creative Direction
- Digital Campaigns
- Social Media Management
- Photo & Video Shoot Production
- Beginner to Expert Adobe Tutoring
- Cross-Functional Leadership & Collaboration
- Project Management
- Stakeholder Management
- Developing Scalable Processes & Procedures

### Software

#### Adobe

After Effects	
Animate	
Illustrator	
InDesign	
Photoshop	
Premiere Rush	
Premiere Pro	
XD	

#### Google

Ads	
Analytics	
Search Console	

#### Other

Asana	
Figma	
Hootsuite	
HubSpot	
MailChimp	
PowerPoint	
Smartsheet	
Squarespace	
Sprout Social	
Webflow	
WordPress	

#### Code

CSS	
HTML	
PHP	

### References

Upon request, I'm happy to hook you up with professional connections who have great things to say about working with me.