

Amanda Bentley

Graphic Designer
+ Art Director

hi@amanda-bentley.com
603.845.7521
Boston, MA

amanda-bentley.com
LinkedIn.com/in/amandabbentley
Behance.com/amandabbentley

EDUCATION

Hofstra University

B.S. Fine Arts, Graphic Design
Minor in Psychology

School of Visual Arts

Brand Identity Design Course
Continuing Education

General Assembly

Currently enrolled part-time
in the UX Design Course
Expected completion March 2021

VOLUNTEER

Run En Masse

Work with progressive local
candidates launch and
maintain their digital presence
to bring more women and
people of color into office.

SKILLS

Technical:

Adobe Creative Suite
Sketch
Figma
InVision

Expertise In:

Brand Identity Design
Communication Design
Web Design
Social Media Design

FEATURED IN

Packaging of the World
The Dieline
World Brand Design

EXPERIENCE

SYMPHONY TALENT | ART DIRECTOR | MAY 2018 -

- Evolve employer brand concepts & campaigns alongside account, brand & marketing teams to ensure a cohesive brand for clients within scope and budget
- Collaborate across teams on the development of employer brands & pitches.
- Work on design of client marketing materials, including print & digital ads, execution and completion of websites, social media campaigns, & trade show displays

Notable clients include: Comcast NBCUniversal, DICK'S Sporting Goods, UCLA Health, Northwell Health, Liberty Mutual, PNC Bank

FREELANCE | GRAPHIC DESIGNER | JUN 2016 -

- Collaborate with clients to create brand touch points including websites, Merchandise, business card, & marketing materials
- Present design options & convey process to clients

AWAKEN STUDIO | DESIGN LEAD | JUN 2016 - MAR 2018

- Lead the rebrand of Awaken Studio, including brand positioning & creating brand guide
- Helped double the size of the team and client list in a little over a year while expanding studio offerings & streamlining the design process
- Created & shipped all designed collateral for clients to communicate their brand across websites, print & social media
- Managed interns & freelancers, including recruiting, on-boarding & evaluating progress

DESIGN ASSISTANT | DEC 2015 - MAY 2016

- Cultivated visual brand identities for new & existing small companies looking to expand their business & gain recognition
- Conceptualized & designed user-friendly websites on the Wix platform
- Updated & maintained client sites after launch as needed

NBCUNIVERSAL | AD SALES INTERN | SEP 2015 - DEC 2015

- Brainstormed ideas for product integration on NBCUni networks
- Participated in production shoots for MSNBC
- Formatted & curated images for internal consumer marketing insights websites

LOFTY | DIGITAL MARKETING INTERN | JUN 2015 - AUG 2015

- Designed digital advertisements & landing pages for marketing campaign
- Grew social media initiatives, maintained platforms & wrote industry-relevant blog posts

FINDSPARK | MARKETING + EVENTS INTERN | JUN 2015 - AUG 2015

- Developed & launched a program alongside CEO for market outreach to 400+ schools
- Aided in the creation, planning, & implementation of events