



# AmandaWestrup

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## Profile

Detail oriented multi-media professional, with extensive management experience. Experienced in web design and development, print design for multiple outputs, photography, and video. Self-motivated strategic thinker with a passion for making creative ideas a reality. Seeking a career in front end web development.

## Relative Skills

- ❖ Adobe Creative Suite
- ❖ HTML / CSS
- ❖ SEO
- ❖ CMS Platforms
- ❖ Web Design
- ❖ Gulp
- ❖ Git
- ❖ JavaScript
- ❖ Typography
- ❖ Microsoft Office Suite

## Experience

### **FREELANCE WEB DESIGNER AND DEVELOPER, 2015 - PRESENT**

- ❖ Meet with clients to elicit needs and desires for final live output.
- ❖ Research current market and trends to design website for competitive market, that coincides with clients needs.
- ❖ Create mock-up design based on research and base wireframe to present to client .
- ❖ Build website based on mock-up presented using HTML/CSS/JavaScript
- ❖ Responsive design using media-queries to ensure the best output on all devices.

### **WEB DESIGNER, YELLOW PAGES – 2015 - PRESENT**

- ❖ Design websites for small businesses in Canada based on interview sheet from the Yellow Pages sales team.
- ❖ Update websites content and links for various businesses within the Canadian market.
- ❖ Implement SEO content for optimized search results for client
- ❖ Debug sites within CMS to allow efficiency and usability by our clients consumers.
- ❖ Generate ideas and concepts for new business logos and rebranding.
- ❖ Create layouts and designs for digital services.

#### **PREPRODUCTION ARTIST, CENTURY MARKETING – 2014 - 2015**

- ❖ Create and update vector and raster images for clients including Ralph Lauren, Abercrombie and Fitch, and Sun King Brewing.
- ❖ Generate ideas and promotional materials for trade shows and events.
- ❖ Update company website to promote external business development and growth.
- ❖ Create layouts and designs for multiple output sources.

#### **STORE MANAGER, ALDO GROUP – 2007 - 2013**

- ❖ Analyze store goals and objectives to make changes to business operations in order to succeed in current market.
- ❖ Create schedules and manage budgets / payroll for entire store and staff alike.
- ❖ Analyze store and district reports in order to adjust payroll and schedules to allow for the highest possible productivity.
- ❖ Recruit, train, and motivate team to meet and exceed daily goals and objectives.
- ❖ Successfully trained and developed multiple store managers for promotion within the Aldo Group.
- ❖ In 2012, led team to exceed yearly goal by over 50%, allowing us to make the top 5 stores in the eastern region for overall results.

#### **WEB AND GRAPHIC DESIGN INTERN, INKED MAGAZINE – 2011**

- ❖ Create and manage content for desktop and mobile site using HTML and CSS.
- ❖ Make updates on social media platforms and blog site to market to current and potential subscribers.
- ❖ Create layouts and typography to compliment featured content
- ❖ Assist on photography shoots and generate ideas for graphics used in future issues.
- ❖ Edit and retouch images in Photoshop of featured talent including Kat Von D., Adam Levine, and Christina Perry.
- ❖ Generate ideas for advertisements and promotional events.
- ❖ Create "Behind The Scenes" video footage and edit for online subscribers.

- ❖ Digital asset management for images and content used in previous issues of magazine.

#### **PRESS PHOTOGRAPHY INTERN, NICKELODEON / / VH1 – 2009/2010/2011**

- ❖ Design graphics for use in “Spongebob’s 10th Anniversary” party held in New York City.
- ❖ Edit images in Photoshop and Lightroom for shows including Carly, Hot in Cleveland, Mob Wives, Basketball Wives, and Deglassi.
- ❖ Assist photographers on press shoots and events including Kid’s Choice Awards.
- ❖ Digital asset management for all artwork and photography within the department.

#### **GRAPHIC DESIGN / MARKETING INTERN, BCR STUDIOS – 2009**

- ❖ Create materials and collateral for trade shows and events.
- ❖ Design catalogs and albums for clients.
- ❖ Photograph events and portraits for clients.
- ❖ Photo manipulation and retouching for final output.
- ❖ Videography and editing for events and clients.
- ❖ Digital asset management for all artwork and photography within the department.

## **Education**

### **Bowling Green State University –**

Bachelor of Science in Visual Communication Technology, 2015

### **Treehouse Online Learning Platform –**

Web Development and Programming, 2014- Present

## **References**

- ❖ Matthew Yanick // District Sales Manager - Aldo Group // 1.440.478.3473
- ❖ Keirsten Wanamaker // Senior Director - Nickelodeon // [keirsten.wanamaker@nick.com](mailto:keirsten.wanamaker@nick.com)
- ❖ Laney Fugett // Senior Lecturer - BGSU // [lfugett@bgsu.edu](mailto:lfugett@bgsu.edu)