





Amy Kamin Strategic & Design Thinker

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PROFESSIONAL GOAL

To support diversity and inclusion, and to promote engagement through interactive programs and personal connection.

EDUCATION

Illinois Institute of Technology | B.S. in Digital Humanities, 3.96 GPA

May 2018

- Founded, curated, managed, and marketed **Rendr Pop Up**, a temporary not-for-profit art event featuring immersive technology like Virtual Reality (VR) and Augmented Reality (AR).
- Contributed to grant-funded studies as a **Research Assistant** for faculty in the Humanities Dept. studying children and television media, and the Psychology Dept. studying online privacy and surveillance.
- Worked with multidisciplinary teams to create interactive school scheduling software for the **State of Illinois**, and an engaging alumni network for the **Chicago Public Library** YOUmedia program.
- Completed a 1-month program in **Osaka, Japan**, researching local and global social, cultural, and technological narratives.

PROFESSIONAL EXPERIENCE

Self-Employed

2018 – present

Product and Marketing Manager | Texties.lol

- **Marketing and Design** - Managed marketing and social media ad campaigns for newly-launched consumer app. Developed creative, including image and copy for Instagram, Facebook, Twitter, Snapchat, Pinterest. Designed print and digital media: flyers, business cards, t-shirts, cover art, short videos, etc. Authored and edited company blog posts. Represented company as spokesperson at Chicago Comics & Entertainment Expo (C2E2) and other events/marketing opportunities. Built PR contact database, crafted pitches, and contacted potential influencers and partners.
- **Product Management** - Coordinated app content based on market response. Acted as primary contact, including hiring and management of contractors for content development.

Innovative Technology Specialist | EX3 Labs

- **Marketing and Design** - Demoed Virtual Reality (VR) and Mixed Reality applications and acted as tech evangelist during LEAPinnovatED Summit and other professional tech demonstrations. Designed technology user guides for educators.
- **Leadership** - Led various groups in discussing practical implementation of VR technology.

VR Camp Instructor for Digital Humanities Summer Program | Illinois Tech

- **Leadership and Design** - Developed a 5-day camp curriculum with learning goals for high-school students to teach them about VR, game design, and digital humanities. Created educational slides and handouts using G Suite. Led students to understand high-level concepts in technology and design through lecture and discussion.

Programming + Membership Fellow | 1871

2017 - 2018

- **Sales and Marketing** - Onboarded new members and mentors using a complex CRM platform. Promoted upcoming workshops and events on the appropriate community Slack channels.
- **Events** - Planned and executed International Women's Day Maker Fair by managing vendor acquisition, communications, and logistics for 30 local artisans. Assisted with events and workshops as needed including setup, AV, and hospitality.
- **Research** - Examined over 750 potential mentors using social media and web resources to match candidates with member needs, increasing female mentor pool by 77% as part of gender parity initiative. Performed in-person interviews to study member engagement. Prepared and distributed internal documents for weekly member orientation using Google Docs.

Sales Assistant | Guaranteed Rate

2017 - 2018

- **Marketing and Design** - Designed print and digital marketing materials. Managed Facebook ad campaigns for events.
- **Sales and Customer Care** - Handled communication, promoted products and services, and resolved borrower issues.
- **Administration** - Managed logistics, maintained office supplies, and performed other duties assigned.

Workshop Coordinator + Supervisor | Paper-Source

2012 - 2017

- **Marketing and Design** - Designed print and digital marketing materials for community workshops. Managed Instagram account. Created visual merchandise presentations. Represented company as brand evangelist at Renegade Craft Fair, Christkindlmarket, and other local events.
- **Leadership and Management** - Led team to improve metrics and to maintain a monthly sales position in the top 5% of stores in the Midwest region and top 10% nationwide. Supervised and challenged up to 10 employees daily. Trained new employees. Interviewed job candidates and contacted references during hiring. Managed shift schedules to accommodate the needs of the business. Opened and closed the business while handling up to \$2,500 in cash. Controlled inventory.
- **Sales and Customer Care** - Applied familiarity with customer base toward development of creative workshops for the community, ranking 1st in the company for workshop sales 3 years running. Interfaced with customers, performed sales techniques, and resolved customer issues.

TECHNICAL SKILLS

- Microsoft Office Suite, G Suite, Adobe CS, Canva, Slack, Sprout Social.
- Basic coding experience with HTML5, CSS, JavaScript, Ruby on Rails, Java, GitHub.