

# AMANDA ROSS

## SENIOR DESIGN MANAGER

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## EXPERIENCE

### Senior Design Manager

FullFunnel / November 2023 – Current

I hold a central role in shaping and overseeing the creative direction for projects. Collaborating closely with account teams and clients, I perform a critical part in ensuring the successful execution of design initiatives.

My daily responsibilities encompass guiding and supervising design efforts, monitoring project progress with a keen eye for quality, and fostering collaboration among specialists to deliver exceptional design outcomes, including web development projects.

### Creative Manager

LiquidPixels, Inc. / August 2023 – November 2023

As a Design Manager, I led a talented team to deliver exceptional designs. My responsibilities included managing projects and ensuring high-quality deliverables. I brought proven design management experience, excellent leadership skills, and proficiency in design tools to the role.

### Senior Graphic Designer

LiquidPixels, Inc. / February 2022 – August 2023

Oversee the management and development of all inbound and outbound marketing creative, sales and partnership enablement, and project management on behalf of the RevOps team.

- Through a website restructure and redesign, corporate website traffic increased by 30%, which led to 35% more inbound leads
- Launched over 8 public and 5 internal websites, which led to the unification of the brand and 25% increase in website visits for the brand
- Increased lead gen by from 12% to 35%, through paid advertisements, blog posts, and consistent website updates

#### Digital

- Front end website design for corporate websites, apps, and various client portals
- Content management for multiple websites and platforms
- Conceptualize social media advertisements and campaigns while also evaluating analytics and performance, improving the company's visibility year-over-year by 25%
- Design and oversee successful email marketing campaigns, consistently increasing the open rate 50% by unifying the styling, analyzing, and optimizing according to data

#### Video and Multimedia

- Create promotional and informational videos for conferences, internal events, sales webinars, product demonstrations, websites, digital advertising, and social media

#### Product Demos

- Development, planning, and creation of demos to highlight features of the LiquiFire® OS software to drive additional traffic and leads for the Sales team
  - Demos in conjunction with Google advertisements increased the website traffic by 58% leading to longer retention rate on website

#### Print

- Unified the styling and messaging for the corporate brand, including all digital inbound and outbound marketing collateral, sales and partnership enablement, technical documentation, and training materials.

## EDUCATION

Chester College of New England  
Bachelor's Degree | Graphic Design

## SKILLS

### Program Expertise

- Adobe Photoshop, Illustrator, InDesign, XD, After Effects, Premiere Pro, Audition, Dimension, Lightroom
- Jira / Asana
- Constant Contact / Mailchimp
- Google Suite
- Microsoft Office Suite
- Figma
- Sketch
- Squarespace, Wordpress, and Wix

### Professional Expertise

- Content and Media Management
- Social Media
- Email Campaigns
- Creating Brand Concepts
- UI/UX Design
- Video Creation and Development
- Front End Web Design
- HubSpot Professional Expertise
- Agile / Waterfall Methodologies

## CERTIFICATIONS

- Google Ads and Analytics
- HubSpot Marketing and Sales Hubs

## HOBBIES & INTERESTS

Coffee, Dogs and Cats, Video Games, Painting, Art History, Reading, Dad Jokes, Sarcasm, and Cooking

## FOR DESIGNERS

### Fonts

- Josefin Sans - Light
- Open Sans - Regular | Semibold

### Accent Color

- C77 M12 Y37 K0