Amy Reo

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http://amysreo.wix.com/amy-portfolio

Key Areas of Expertise

Creative & Art Direction • Graphic Design • Conceptual Thinking • Written & Verbal Presentation Skills
Strategic Design • Team Leadership • Project Supervision • Schedule & Deadline Management
Brand Development • Copy Writing • Print Production • Vendor Relations • Budget Forecasting & Analysis

Technical Proficiency and Skills

Adobe Creative Suite: InDesign • Photoshop • Illustrator • Dreamweaver • Acrobat • Bridge
Microsoft: Powerpoint • Word • Excel • Sharepoint
Project Management/Work Flow Software: Work Zone • Ad Trax • Jira • Workamajig
Other Software: QuarkXPress • Portfolio • Constant Contact • Filemaker Pro

Experience

Creative Director/Production Manager

HearingLife (a William Demant Holding Co.), Somerset, NJ **October 2018 – Present**

In addition to Creative Director responsibilities, Production Manager role includes collaborating with outside vendors in project quoting, scheduling, time lines and deadlines. Preparation of pre-press materials. Review all color proofs. Press runs as needed. Oversee proofreader and coordination of proofs with vendor. Create monthly internal direct mail schedules. Interact with data vendors.

Creative Director

HearingLife (a William Demant Holding Co.), Somerset, NJ **September 2016 – Present**

Oversee creative for 500 retail hearing aid clinics throughout the U.S.

Conceptualize and design print ads, direct mail, websites and digital assets, email marketing, in-store graphics, corporate recruiting materials and point-of-sale. Handle 500 store re-branding initiative. Create corporate and retail clinic logos. Write copy for all marketing and promotional materials, print and web. Meet all presentation and production deadlines. Source vendors and talent. Oversee agencies and vendors. Manage production, proofreading and freelance designer staff. Collaborate with marketing managers, senior management, sales teams and international colleagues.

Freelance Senior Graphic Designer **March 2015 – September 2016**

Princeton University Art Museum, Princeton, NJ; **Catherine's Stores,** Bensalem, PA;
ASI Advertising Specialty Institute, Trevose, PA; **Oticon/One Retail,** Somerset, NJ

Designed and produced print, digital and web assets including product catalogs and brochures, direct mail, e-mail campaigns, monthly newsletters, exhibition collateral, educational resources and signage. Directed product and PR photo shoots as needed.

Creative Manager/Senior Graphic Designer **October 2003 – March 2015**

Miele, Inc., Princeton, NJ

Responsible for execution, coordination, design, management and production of all of Miele's marketing efforts across digital and traditional channels. Conceptualized, created and produced all corporate and showroom print and digital collateral, ads, web assets, consumer and B2B brochures, point-of-sale signage, corporate vehicle wraps, window displays, Powerpoint presentations, product DVDs, trade show and showroom graphics. Developed email campaigns. Initiated Miele Concierge program including printed materials, web assets and wraps for truck fleet. Planned, executed and directed photo shoots. Sourced and oversaw external vendors and agencies.

Experience (continued)

Freelance Graphic Designer September 1999 – October 2003

Designed and produced graphics for local retail and corporate businesses while raising my son.

Creative Budget Manager May 1998 – September 1999

Catalog Project Manager August 1995 – May 1998

Bloomingdale's, New York, NY

Promoted to Creative Budget Manager. Assisted and collaborated with Senior Vice-President Creative Director in development and implementation of budgets and schedules for location and studio photography shoots. Reconciled and analyzed costs. Interacted with creative staff, advertising agencies, publications and modeling/talent agencies.

As Catalog Project Manager, oversaw and coordinated creative, photo shoots and production of store merchandise catalogs. Supervised agencies and talent. Partnered with in-store buyers and vendors.

Education & Training

Bachelor of Science: Management & Communications, Adelphi University, Garden City, NY

Continuing Education:

Copy Writing

School of Visual Arts, New York, NY

Advanced Adobe InDesign, Illustrator and Photoshop

Imaging Research and Resources, Cherry Hill, NJ

Adobe Dreamweaver

American Graphics Institute, Conshohocken, PA