

Amy King

Camarillo, CA 93012 · 805-444-4035 · amyking.521@outlook.com

<https://www.linkedin.com/in/amy-king-a2175898>

www.amymichelleking.com

Education

Bachelor of Fine Arts, Pacific Lutheran University (PLU) – Tacoma, WA

May 2017

Major: Graphic Design, Minor: Business Marketing

Cumulative GPA: 3.77/4.0; Honors: Magna Cum Laude

Academic Accomplishments: Dean's List Fall 2013-2017, 2013-2017 Northwest Conference Scholar Athlete, Academic All-American Athlete 2015-2017, Dean's Scholarship Recipient

Relevant Coursework: Graphic Design (Adobe Photoshop, Illustrator, InDesign, Premiere, Lightroom), Two Dimensional Design & Color Theory, Art History, Photography, Videography, Photo/Video Editing, Typography, Hand Lettering, Marketing, E-Marketing, Business Administration, Visual Communication, Consumer Behavior, Social Media Performance Analytics

Experience

Pacific Crest Building Products –Sumner, WA

Marketing Director/Office Administrator

September 2017- March 2019

- Created all marketing material for company sales, both print and digital, and implemented content into various social media and email marketing campaigns while monitoring analytics
- Oversaw and managed product and marketing data to maintain a successful e-commerce presence on multiple online channels
- Supervised and distributed all paperwork for scheduled outgoing product orders

Pacific Lutheran University Impact –Tacoma, WA

Digital Media Director

September 2016-May 2017

- Designed and applied various graphic posts to several social media platforms in order to stimulate interest and boost sale of Impact services
- Assisted video lead in producing promotional videos when requested by clients
- Updated the Impact website using WordPress to promote Impact's products and services

Pacific Lutheran University Athletic Department –Tacoma, WA

Marketing and Design Intern

November 2015-August 2016

- Designed graphics to promote specific PLU Athletic events on and off campus while working within the "Lutes" brand
- Implemented various social media campaigns for the athletic department and executed marketing strategies to ensure success of such campaigns

Additional Skills and Qualifications

Freelance Graphic Designer, Photographer, and Videographer

September 2017-present

- Gain experience and build client relationships by providing freelance photography, videography, and graphic design services

Tacoma Public Schools—Tacoma, WA

Substitute Teacher

September 2019-October 2019

- Performed daily tasks as a substitute teacher for grades Pre-K through 8 at various schools

Sundodgers 14U Softball Team—Puyallup, WA

Assistant Coach/Instructor

September 2018-September 2019

- Develop and mentor young girls to improve their skills and knowledge in the game of softball