



Amy Mathews

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EDUCATION

Drake University | Cum Laude

Des Moines, IA // May 2016

BACHELOR OF ARTS

- Graphic Design
- Minor: Printmaking

BACHELOR OF ARTS IN JOURNALISM & MASS COMMUNICATION

- Creative Advertising

SKILLS

Tools

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe Acrobat
Microsoft Office
Google Suite
JIRA
Trello
TeamGantt
WordPress
HubSpot

Experience

Marketing Strategy
Creative Strategy
Design Concepting
Content Management
Content Creation
Website Management
Copywriting
Copy Editing/Proofreading
Audio Recording
Public Speaking

WORK EXPERIENCE

JOSTENS

Senior Product Specialist

March 2019 - April 2020 // Minneapolis, MN

- Acts as content creator, proofreader, and copywriter for yearbook team, including blog posts, white papers, web copy, social copy, product descriptions, and trend stories
- Takes global trend insights and creates relevant, meaningful materials that shape the visual trends of Jostens yearbooks
- Assists in planning and executing yearbook technology initiatives
- Designs cutting-edge cover art, accessories, and graphics for use by yearbook customers
- Acts as marketing representative and project manager in annual IT site update process

Associate Project Coordinator

March 2017 - March 2019 // Minneapolis, MN

- Developed, implemented and managed yearbook projects
- Coordinated project activities to deliver on marketing and business objectives
- Identified market needs and requirements and worked with cross-functional teams on approach, strategies, content development, and revenue plans

MEDIA JUNCTION

Inbound Marketing Specialist

December 2016 - February 2017 // St. Paul, MN

- Assisted head strategist in planning projects, preparing strategy briefs, gathering client information, and ensuring client success throughout the strategy phase
- Made updates to client websites including CTAs, email workflows, landing pages, web pages, and graphics

Project Coordinator

November 2016 - December 2016 // St. Paul, MN

- Coordinated production process and prioritized work as projects moved through onboarding, strategy, design, development, implementation, QA, and launch
- Facilitated project work back schedule to hit key milestones and hit target launch date
- Oversaw website implementation of web pages, landing pages, custom forms, and marketing automation workflows in HubSpot COS and WordPress CMS

CENTERPOINT MARKETING

Account Coordinator (Contract)

August 2016 - November 2016 // Woodbury, MN

- Oversaw a large client's entire portable ordering program including the ordering website, client contact, order fulfillment, and smooth communication throughout
- Coordinated account projects, client trade shows, and logistics concerns for multiple teams
- Attended client trade shows as account representative and client liaison

MEREDITH CORPORATION

Graphic Designer

September 2015 - May 2016 // Des Moines, IA

- Executed and finalized both print and digital projects for all publications in the Special Interest Media Crafts Group
- Planned and researched craft projects, stories and features for Make It Yourself Magazine
- Helped catalog and archive American Patchwork & Quilting Magazine
- Assisted with set up, preparation and on-site support at the American Patchwork & Quilting 1 Million Pillowcase Challenge 24 Hour Sew-A-Thon