



Amber Fridrick

CREATIVE
PORTFOLIO

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GRAPHIC DESIGNER | BRAND & MARKETING STRATEGIST
SOCIAL MEDIA MANAGER | CONTENT WRITER

PROFESSIONAL SUMMARY

Professional graphic designer and branding strategist with over 10 years of experience in the marketing industry. Experienced with assisting companies overcome communication and networking obstacles by developing effective conceptual design solutions that enhance brand identity. Motivated to improve productivity by strategically coordinating projects in order to ensure successful outcomes. Accomplished marketing professional passionate about positively impacting business growth and building customer loyalty by increasing brand awareness and exposure through developing results-focused written content and incorporating social media marketing strategies.

SKILLS

BRAND SOCIAL MEDIA MANAGEMENT **GRAPHICS** PAGE LAYOUTS Consulting **SIGNAGE**
DIGITAL MEDIA PROMOTIONAL MATERIALS Web Design **BLOG** ICONS Banners **EDITORIAL DESIGN**
WEB HTML **PRINT** Marketing **LOGOS** Package Design **content writing**
WRITING PHOTOGRAPHY

PROFESSIONAL EXPERIENCE

BRAND STRATEGIST / GRAPHIC DESIGNER

October 2012 - Present

AMBER FRIDRICK DESIGN | PINEVILLE, LA/KNOXVILLE, TN

Generate innovative designs for clientele and consult with companies on developing a brand identity. Increase positive brand reputation while complying with corporate standards and attracting ideal audiences. Proactively schedule, manage, and prioritize projects while coordinating with marketing professionals to ensure print deadlines are met for events like tradeshow, presentations, grand openings, school programs, and political elections. Through rebranding efforts, clients have seen a noticeable increase of brand awareness. Client, Cenla Signs, recognized as the #1 Cenla's Choice award winner in the 2018 t-shirt design category.

- Corporate Branding
- Vehicle Wraps
- Graphic Design
- Copywriting
- Political Signs
- Logo Design
- T-shirt Designs
- Digital Media
- Banners
- Brochures

GRAPHIC DESIGNER

October 2012 - November 2016

FASTSIGNS | KNOXVILLE, TN

Developed creative designs for print output on large scale printed materials. Reconstructed client files into acceptable formats, ensured quality, and adhered to company brand guidelines. Coordinated tasks with production team members and sales staff in order to properly keep projects on schedule and stay ahead of the workflow. Due to improving project procedures this FastSigns location was recognized as being ranked in the top 20% centers out of 450 locations for sales volume.

- Graphic Design
- Trade Show Exhibits
- Signage
- Contour Decals
- Charts/Graphs
- Vehicle Graphics
- Window Perf
- Banners
- Cut Vinyl
- Logo Design

PROFESSIONAL EXPERIENCE (CONTINUED)

WEB/DIGITAL MEDIA COORDINATOR

February 2011 - October 2012

HOMES & LAND | KNOXVILLE, TN

Managed all company social media pages and saw increased social media engagements and clicks. Developed and managed written and visual content for vacation rental guide blog. Managed digital media by scheduling social media engagement and blog posts. Developed 2 blog posts per week, 5 Facebook posts per week for each of the 2 Facebook business pages, and customized 30 websites per week for real estate companies and agents. Managed all real estate agent websites to maintain brand consistency with current ads published in monthly magazine, enhanced search engine optimization on realtor sites, and abided by corporate guidelines. Established and maintained tracking process for documenting productivity. Created an instruction manual for all digital media management processes.

- Digital Media
- Social Media
- Search Engine Optimization (SEO)
- Project Coordination
- Branding
- Blog Writing
- Web Content Management
- Graphic Design

PAGE LAYOUT DESIGNER

January 2008 - October 2012

HOMES & LAND | KNOXVILLE, TN

Created page layouts according to corporate franchise standards and customer requests. Designed creative ads, backgrounds, and covers for print in monthly magazine publications. Proofed the work of peers to ensure that customer changes and corrections were implemented and met guidelines. Produced ad layouts to complete 9 volumes of 1-2 magazine issues per week for an average of 5 magazines per month with a 5,000 page-count per year. Managed output and backup process for 1 magazine per month.

- Page Layouts
- Branding
- File Transfer Protocol (FTP)
- Proofreading
- Graphic Design
- Logos
- Marketing Advertisements
- Editing

EDUCATION & CERTIFICATIONS

BACHELOR OF FINE ARTS | MAJOR: GRAPHIC COMMUNICATIONS

Northwestern State University | Natchitoches, LA



CREATING WEB PAGES CERTIFICATION

University of Tennessee | Knoxville, TN



CSS & XHTML CERTIFICATION

University of Tennessee | Knoxville, TN

TECHNICAL SKILLS | SOFTWARE EXPERIENCE

ADOBE CREATIVE SUITE



ILLUSTRATOR



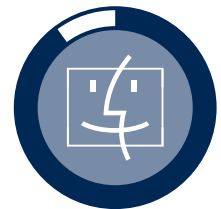
PHOTOSHOP



INDESIGN



SOCIAL MEDIA



MAC



DREAMWEAVER



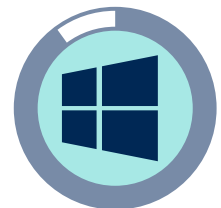
QUARK XPRESS



BLOGGER



MICROSOFT OFFICE



PC