

AMY THOMPSON

CONTACT

- ✉ helloamythompson@gmail.com
- 🌐 www.amythompson.info
- 🌐 linkedin.com/in/hello-amy-thompson

SKILLS

- Graphic Design
- Brand Design
- Campaign Creative
- Content Writing
- Email Design
- Landing Page Creative
- Social Media Creative
- Visual Storytelling
- Creative Direction
- Brand Systems
- Digital Advertising Creative
- Print & Event Collateral
- UI/UX Concepting
- AI-Assisted Creative Workflows

TOOLS

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Microsoft Office
- Microsoft PowerPoint
- Canva
- Figma
- Hubspot
- Wordpress
- Basic Video Editing
- Generative AI Tools

EDUCATION

American InterContinental University
Bachelor of Arts Visual Communication
March 2011

Senior brand designer and visual problem-solver with 15+ years of experience turning complex ideas, scattered content, and creative requests into clear, polished visual systems across print, digital, social, web, email, campaigns, and presentations. Strong background in layout, brand consistency, multi-page design, creative production, content development, and cross-functional collaboration.

RELEVANT EXPERIENCE

Senior Brand Designer & Creative Manager

BriteCap Financial | March 2025 - Present

- Serve as a lead creative resource for brand and marketing, completing 130+ creative projects in 13 months and producing hundreds of final deliverables across paid ads, social media, email, landing pages, sales collateral, event materials, direct mail, print marketing, and executive presentations.
- Created 500+ social media posts across LinkedIn, Instagram, and Facebook, supporting a 25% year-over-year increase in LinkedIn followers.
- Designed and supported 5 landing pages and 30+ marketing emails, translating small business lending products, referral programs, partner opportunities, and customer financing options into clear, conversion-focused creative.
- Developed the UI concept and content approach for a redesigned digital loan application experience, focusing on clarity, trust, reduced friction, and stronger user confidence.
- Build reusable templates and creative systems for social media, email, ads, presentations, and sales collateral to improve brand consistency and make recurring design work faster to produce.

Creative Manager

CAN Capital | June 2022 - March 2025

- Led 14+ multi-channel creative campaigns from concept through execution, helping the marketing team drive a 177% year-over-year increase in funded volume from marketing-driven leads.
- Designed and wrote marketing materials across ads, emails, social media, landing pages, print collateral, downloadable resources, and sales support pieces for acquisition, renewals, broker communications, and customer education.
- Developed UX-focused creative concepts for a new digital application and merchant portal, improving clarity and user flow across key digital touchpoints.
- Reviewed creative for brand consistency, voice, compliance needs, legal approvals, and channel-specific requirements.

AMY THOMPSON

CONTACT

- helloamythompson@gmail.com
- www.amythompson.info
- linkedin.com/in/hello-amy-thompson

CERTIFICATIONS

- Social & Comm. Marketing
- Content Marketing
- Search Marketing
- UX Experience
- Hootsuite
- WordPress
- HubSpot
- Generative AI
- Digital Photography (UNG)
- Media & Public Relations (FBI)
- Leadership Forsyth
- SEO

PROFESSIONAL MEMBERSHIP

- American Marketing Association
- Leadership Forsyth

VOLUNTEER WORK

BROWN'S BRIDGE CHURCH

Guest Services Team &
Greenroom Coordinator
2014 - Present

PET THERAPY DOG HANDLER

CGC Therapy Dog
2022 - Present

LEADERSHIP FORSYTH

Design
2018 - 2021

LITERACY FORSYTH

Board Member
2018 - 2020

Director of Communications

Forsyth County SO | November 2017 - June 2022

- Led marketing, communications, and brand efforts for the third-largest Sheriff's Office in Georgia, personally creating graphic design, website design, presentations, social media content, press materials, annual reports, and public-facing communications.
- Managed and mentored a communications team of four employees and one intern focused on community relations and public relations support.
- Designed, launched, and maintained three agency websites to improve public access to news, services, recruitment information, community programs, and agency resources.
- Created and enforced the agency's brand guide, communication standards, and social media policies; taught social media and content classes at Georgia Sheriffs' conferences and for North Georgia law enforcement agencies.
- Grew agency social media following by 60%+ organically through consistent content creation, audience engagement, and platform-specific messaging.

Director of Design Operations

Stoneridge Group | February 2016 - October 2017

- Led and supported a high-performing design team of 6+ designers in a fast-paced political campaign environment, coordinating priorities, creative quality, approvals, tight deadlines, and final delivery across print and digital projects.
- Improved design workflow and production standards to support high-pressure campaign timelines, streamlining file setup, review cycles, vendor communication, and print/digital delivery requirements.
- Coordinated with print vendors, merchandise vendors, and mail houses to manage production specs, proofs, timelines, pricing, and quality control for campaign materials.
- Created client-facing digital and print materials, including campaign graphics, marketing collateral, presentation assets, and production-ready files.

Graphic Designer & Digital Marketer

Adorishous Designs | March 2011 - February 2016

- Provided end-to-end creative support for 8 recurring small business clients, plus additional freelance projects, creating logos, websites, product labels, business cards, brochures, merchandise, social graphics, email campaigns, and other digital/print materials.
- Developed brand and marketing materials that helped clients present their businesses more professionally across web, social media, email, print, packaging, and promotional channels.
- Managed social media, email marketing, and small-budget advertising efforts, combining design, copywriting, content planning, and campaign execution to improve visibility and reach.