

AMY THOMPSON

CONTACT

- helloamythompson@gmail.com
- 678.448.8242
- www.amythompson.info
- LinkedIn

SKILLS

- Graphic Design
- Marketing Strategy
- Digital Marketing
- Adobe Creative Suite
- Brand Management
- Content Writing
- Social Media Management
- Project Management
- Video Editing
- Leadership

EDUCATION

American InterContinental University
Bachelor of Arts Visual Communication
March 2011

CERTIFICATIONS

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

PROFESSIONAL MEMBERSHIP

- American Marketing Association
- Leadership Forsyth

Passionate, creative professional with 13+ years of experience crafting impactful design solutions across various mediums. Proven expertise in team leadership, graphic design, brand management, and content creation that drives engagement. Thriving in fast-paced environments, managing multiple projects with strong attention to detail and a dedication to pushing creative boundaries.

RELEVANT EXPERIENCE

Creative Manager

CAN Capital | June 2022 - present

- Orchestrate 14+ comprehensive creative campaign plans from inception to execution, aligning with brand goals, helping to drive a 177% increase YOY in funded volume for the marketing team.
- Breathe life into marketing materials across ads, emails, social media, landing pages, print, and more, with engaging content that sparks action.
- Foster synergy by collaborating with cross-functional teams to elevate marketing concepts and drive impact.
- Weave compelling copy for emails, social media, landing pages, and other touchpoints to influence behavior.
- Architect beautiful and user-friendly experiences through UX design for new digital application and the new merchant portal.
- Safeguard brand consistency and legal compliance by ensuring every marketing piece adheres to voice, guidelines, and approvals.
- Lead event planning from rep registration to ROI measurement, driving successful engagement and maximizing return on investment.
- Remain a steadfast learner, continuously honing creative and marketing expertise to stay ahead of trends and innovate.

Director of Communications

Forsyth County Sheriff's Office | Nov 2017 - June 2022

- Spearheaded marketing and communications for the third-largest Sheriff's Office in Georgia, leading a team of professionals in building positive community relations.
- Managed the Community Relations and Public Information teams, fostering a collaborative environment while optimizing schedules and projects.
- Created engaging content (graphics, copy, photos, videos) for annual reports, all social media platforms, websites, other print/digital materials, and press releases.
- Designed, launched, and maintained three agency websites, optimizing user experience and information accessibility.
- Created and enforced the agency's brand guide and policies, fostering brand consistency across all internal and external communications.
- Assisted outside agencies with external communications as needed, including instructing training classes at state Sheriff's conferences.

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VOLUNTEER WORK

BROWN'S BRIDGE CHURCH

Guest Services Team

2014 - Present

PET THERAPY DOG HANDLER

CGC Therapy Dog @Good_Boy_Gable

2022 - Present

FOSTER PARENT RESPITE

2014 - Present

LEADERSHIP FORSYTH

Design

2018 - 2021

LITERACY FORSYTH

Board Member

2018 - 2020

- Developed and implemented a comprehensive Social Media guidebook and policies, ensuring brand consistency and audience engagement across platforms.
- Managed and grew the agency's social media (Facebook, Instagram, TikTok, and YouTube) following by over 60% organically through compelling content creation and targeted outreach.
- Established and managed the communications team's budget, ensuring efficient resource allocation and cost-effectiveness.
- Coordinated and executed a wide range of internal and external events, fostering positive community relations and agency morale.

Director of Design Operations

Stoneridge Group (SRG) | Feb 2016 - Oct 2017

- Championed a high-performing design team of 6+ team members
- Streamlined complex design workflows through a data-driven approach, ensuring timely project completion within budget and exceeding client expectations on every project.
- Spearheaded daily design huddles with stakeholders, fostering transparency and proactive communication.
- Established robust collaboration processes across departments, optimizing resource allocation and cross-functional communication.
- Conceptualized and executed visually compelling designs for a range of digital and print mediums.
- Led the design production process, ensuring adherence to quality standards and brand guidelines while maintaining the agility to accommodate necessary revisions and optimizing file formats for various platforms.
- Expertly managed project approvals and vendor relationships, securing competitive pricing while maintaining top-notch quality control.

Graphic Designer & Digital Marketer

Adorishous Designs | Mar 2011 - Feb 2016

- Collaborated with clients to identify and address design or marketing needs.
- Proposed innovative marketing strategies to drive business growth.
- Developed graphics for diverse small businesses, including logos, product labeling, business cards, brochures, websites, merchandise, and other marketing materials.
- Managed social media and email marketing for small businesses, establishing strategies, creating written content and visuals, and expanding reach.
- Utilized social media and Google ads within budget constraints to enhance business visibility.
- Stayed abreast of design and marketing trends, platforms, and software to ensure ongoing proficiency.