

# Amanda Hartis

## CONTACT

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## EDUCATION

### The Art Institute of Charlotte

Bachelors of Applied Science  
in Graphic Design

### Continued Education

Took a variety of marketing courses  
through "Not Your Hobby Marketing"

## TECHNICAL PROFICIENCIES

**Operating Systems:** Proficient with  
both Mac and PC platforms.

**Design Software:** Expert in Adobe  
Creative Suite, including Photoshop,  
Illustrator, InDesign, and Acrobat.  
Skilled in CorelDRAW.

**Web Platforms:** Experienced with  
WordPress, SquareSpace, and  
GoDaddy for website development  
and management.

**Social Media:** Extensive experience  
with all major social media platforms,  
including detailed knowledge of social  
media analytics and metrics.

## OBJECTIVE

I seek a dynamic role where I can apply my extensive experience in graphic design, social media management, and marketing strategy to elevate brand presence and drive business growth. My goal is to contribute creative solutions and innovative campaigns that resonate with customers and achieve measurable results.

## EXPERIENCE

Free Range Brewing & Free Range Bar | Charlotte, NC

**Communications Manager** - Mar 2017 - Present

- Develop and implement communication strategies to promote the brand and engage with customers.
- Manage social media accounts, creating and curating content to enhance brand visibility.
- Design in-house marketing materials to support promotional efforts.
- Respond to customer reviews and feedback to maintain a positive brand image.
- Update website content to ensure accurate and timely information.
- Manage online shop and coordinate product shipping.
- Oversee food truck operations, including scheduling and logistics.
- Monitor events and activities within and around the facilities, communicating updates to staff and the public.

Freelance Design | Charlotte, NC

**Graphic Designer** - 2005 to Present

- Design a variety of print graphics for clients, including wedding invitations, business branding, restaurant menus, in-store graphics, and brochures.
- Collaborate with clients to understand their design requirements and deliver tailored solutions.
- Ensure high-quality print materials through careful attention to detail and design standards.
- Manage multiple design projects simultaneously, meeting deadlines and client expectations.
- Offer creative input and suggestions to enhance clients' visual presence and branding.

Bistro D'Antonio Restaurant | Waxhaw, NC

**Graphic Designer / Social Media & Marketing Manager** - Jan 2016 - Dec 2023

- Designed the complete branding for a new restaurant, including logo, menus, and promotional materials.
- Created specialized menus for private events and monthly wine dinners, aligning with the restaurant's aesthetic.
- Managed the design and production of all marketing materials, both in-house and external.
- Managed social media platforms, developing content, including photography and videos to engage and grow the audience.
- Maintained and updated the website, ensuring consistent branding and up-to-date information.
- Directed email marketing campaigns to reach customers and promote events and specials.

Atlas Sign Industries | Concord, NC

**Graphic Designer** - Jan. 2014 to Mar 2017

- Oversee the end-to-end design process for signage, from initial concept through final production.
- Design and deliver signage packages for national clients, adhering to their unique brand guidelines and design standards.
- Generate scaled architectural drawings to illustrate the layout and positioning of signage in various environments.
- Produce high-quality photo renderings to provide visual previews of signage concepts to clients.
- Draft detailed work orders for sign fabrication, ensuring precision and consistency in manufacturing.