

# AMANDA DIEHL

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**OBJECTIVE:** To use my knowledge acquired through education and experience within a position in the creative department of a corporation.

## EDUCATION:

**Certificate in Web Design & Multi Media** | St. Charles Community College | May 2010 | Dean's List  
**BFA in Graphic Design** | University of Missouri-St. Louis | May 2005 | AIGA-St. Louis | Dean's List  
**AFA in Graphic Design** | St. Louis Community College | May 2002 | AIGA-St. Louis | Dean's List

## EXPERIENCE:

**Freelance Graphic Designer** | Aug 2016 to Present

**Tacony Corporation** | Graphic Designer | Mar 2009 to Aug 2016

*Tacony Corporation is the largest American owned distributor of sewing machines and is organized into four business units: Sewing, Home Floor Care, Commercial Floor Care and Ceiling Fans & Lighting.*

- Concept and create materials for Baby Lock, the sewing division of Tacony Corporation. Materials include; eNewsletters, catalogs, brochures, posters, in-store signage, machine spec sheets and packaging.
- Art direct and stage photoshoots with professional photographer.
- Balance multiple projects at once with tight deadlines.
- Work directly with in-house press team throughout entire printing process.

**Summit Marketing** | Art Director | Aug 2002 to Mar 2009

*Summit Marketing is a result-based marketing company with experience in the commercial, government, and non-profit markets.*

- Completed multiple projects at once with tight deadlines and attention to detail.
- In charge of proofing and overseeing daily press checks off premises.
- Took initiative of concept to print of newsletters, brochures, posters, and Point-of-Purchase materials for retail stores on a monthly basis.
- Art directed photoshoots with professional photographer.
- Responsible for ordering of all supplies, software and hardware needs, updates, and general machine troubleshooting.

## SKILLS / WORKING KNOWLEDGE:

- Adobe Creative Suite 6
- Microsoft Office
- Quark XPress
- Capture One
- Dreamweaver