

Amanda Kocis Gallagher

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EXPERIENCE

Associate Art Director - The Knot Worldwide | New York, NY 04/2016 - Present
Oversee and execute all creative aspects of the Creative Solutions team to produce compelling branded content design and visuals for a wide variety of campaigns for clients across multiple digital platforms. (The Knot, Wedding Wire, How They Asked & The Bump)

Key Accomplishments:

- Established in-house interactive design process to keep 90% of production on site
- Successfully launched robust custom content campaigns for 120+ clients over the past 5 years
- Serve as the primary design contact for the Global Media Solutions team of 40+ members

Freelance Creative Director/Packaging Designer - The Goddess Line | New York, NY 2013 - Present
Executed a 360 brand refresh for multi-channel ecommerce touchpoints that led to increased site traffic and boosted sales by 30% with an average order value of \$152. (thegoddessline.com)

Key Responsibilities:

- Creative direction, logo design, pre-production packaging artwork, printed collateral, social media voice and strategy, including shoppable in-feed integration, responsive e-commerce storefront with a mobile first approach, promotional photography, photo editing and retouching.
- Implemented and managed a small team of freelancers including a copywriter and social media strategist.
- Coordinate, design and execute all CRM email campaigns and initiatives to increase and drive sales with an average open rate of 19.9%.

Graphic Designer - Axis Promotions | New York, NY 2015 - 2016
Delivered design solutions for strategic B2B marketing projects through use of promotional products as marketing tools. Communicated with the sales team to produce digital renderings, pre-production art and print collateral.

Graphic Designer - Glossybox USA | New York, NY 2012 - 2014
Collaborated with the creative director in a fast-paced startup environment to support sales and brand teams leading to monthly subscriber growth of 30%

Key Responsibilities:

- Designed campaign assets, landing pages, beauty product photography, photo retouching, weekly newsletters, banner ads and product cards
- Collaborated with the CEO and brand teams to create compelling and exciting pitch materials
- Adapted and redesigned the monthly print publication GLOSSY MAG, from the European market template to align with the US audience and celebrate unique partnerships.

EDUCATION - Ohio University | Bachelor of Specialized Studies | Marketing Design

SKILLS | Art Direction, Creative Design, Graphic Design, Editorial Layout, Typography, Branding, Logo Design, Packaging, Social Media, Print, Digital, Adobe Creative Suite, Photoshop, Illustrator, InDesign, Sketch, Ceros, Shopify, Instagram, Mailchimp
