

amy morais



contact

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education

Hampshire College

Amherst MA

1999–1993

BA in English

University of the Arts

Philadelphia, PA

1995–2000

Courses in Graphic Design

software/skills

Proficient with Adobe Creative Suite – particularly Photoshop, Dreamweaver and Flash – as well as QuarkXPress and Microsoft Office. Strong knowledge of HTML, CSS, JavaScript, and ActionScript.

Experience with digital pre-press and production. Comfortable with both Macintosh and Windows platforms.

work experience

Marketing Results, Inc. Sicklerville, NJ

2006–present

Multimedia Project Manager/Website Designer

Manage the multimedia department and all interactive projects for a two-office marketing and design firm, working directly with the creative director, account executives, and IT staff. Responsible for developing client proposals, project timelines and technical specifications for all projects as well as overseeing internal design and freelance staff. Design and create websites, flash animations, email campaigns, landing pages, online advertising, and user interfaces for surveys and reservations systems.

Freelance Design & Consulting Philadelphia, PA

2003–2006

Part-time and freelance employment as a graphic/website designer and marketing consultant for various clients, including the Philadelphia Furniture & Furnishings Show, Adventure Sports and Travel Expo, *Liberty Sports Magazine*, Skidmutro creative + layout, Time Out!, Wake Up Yoga, and Silk City Diner.

WPVI-TV/6ABC Philadelphia, PA

2000–2002

Website Producer

Part of a three-person production team for the online version of Action News, a fast-paced daily news website. Duties included management of editorial content as well as design and production of promotional mini-sites, such as the annual 6ABC Thanksgiving Day Parade, the Channel 6 Zooballoon, Welcome America! and Soap Central. Coded and edited streaming newscast video daily.

Philadelphia Furniture & Furnishings Show Philadelphia, PA

1998–2000

Design/Promotions Manager

Handled graphic design, marketing and public relations for annual event at the Pennsylvania Convention Center. Responsible for production of all print advertising and collateral – including postcards, brochures, and a 40-page color catalog – plus an extensive website. Managed printing and promotions budget as well as vendor and sponsorship relationships.

City Paper Philadelphia, PA

1994–1998

Director of Marketing & New Media (1996 - 1998)

Marketing & Promotions Coordinator (1994 - 1996)

Managed all marketing, public relations and interactive efforts for weekly newspaper and its sponsored events. Produced marketing materials and direct mail pieces, developed and managed the websites for *City Paper* and *earSHOT magazine*, oversaw the production of supplements and special sections, and handled budget and vendor relationships for outside print jobs. Served as the production manager and printer liaison for the art department from 1994-1996.