



AMANDA
HACKELTON

CONTACT

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WORK EXPERIENCE

UCSB Recreation Marketing | January 2017 - present

Marketing Manager | January 2019 - present

Graphic Design Manager | April 2018 - January 2019

Graphic Designer | January 2017 - April 2018

- Manages a team of 10 employees
- Develops project timelines and ensures completion
- Assigns tasks and provides feedback and edits
- Lead designer for Recreation's largest event for 2 years, Fun & Fitness Festival, that hosts 5000+ people
- Communicates with and seeks approval from clients to produce the final product
- Creates designs for print, web, social media, and apparel

Santa Barbara City College | January - March 2020

Graphic Design Teaching Assistant

- Taught students Adobe Illustrator tools and features
- Assisted professor in answering students' questions
- Gave students individual demos on Adobe software

Princess Cruises & Holland America Line | June - August 2018

Retail Product Development Intern

- Designed retail displays for a promotion on 8 ships
- Organized, placed, and managed promo print order
- Designed apparel and merchandise for Alaska season

EDUCATION & CERTIFICATIONS

Double B.A. in Art & Communication

UC Santa Barbara | 2016-2020

- With a Professional Writing Minor in Multimedia Communication

Graphic Design Certificate

Santa Barbara City College | 2017-2019

Adobe Illustrator Certified Associate

Graphic Design & Illustration | November 2019

- Industry recognition of skill in Adobe Illustrator

PROFESSIONAL SKILLS

- Adobe Illustrator, Photoshop, and InDesign
- Print, Digital, and Apparel Design
- Photography and Photo Editing/Manipulation
- Branding and Logo Design
- Team and Project Management
- Social Media and Email Marketing
- Event and Program Marketing
- Communicating with Clients
- HTML/CSS Web Design

PERSONAL SKILLS

- Leader
- Self-Motivated
- Fast and Willing Learner
- Detail Oriented
- Time Management
- Effective Communication