

Amanda Benjamin

Digital Media/Communications Specialist/Public Relations Manager/Notary

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Objective:

Experienced Digital Media/Communications Specialist proficient in graphic design, web design, and print media. Demonstrated success in developing business identity and branding strategies, utilizing two decades of expertise to foster growth and enhance brand recognition.

Education:

Associates in Art, Daytona State College - 2017

Bachelors in Art, Daytona State College -

- President's List
- Dean's List
- Honor Society

Skills:

- Private or Corporate Event Coordinator/Ordained Minister
- Notary
- Designing graphics for both digital and print media platforms
- Developing websites with a focus on user experience and functionality
- Crafting business identities and branding materials to establish a distinct market presence
- Managing and creating marketing materials to effectively promote products or services
- Demonstrating meticulous attention to detail in all aspects of work
- Employing creative problem-solving techniques to overcome challenges
- Communicating effectively with team members, clients, and stakeholders
- Text Book Contributing Illustrator
- Children's Book Illustrator
- Children's Art Instructor
- Adult and Community Educator
- Event Photographer/Videographer
- Content Creator

Experience:

Public Relations Manager/Event Planner/Notary

Golden Magnolia Inc. (September 2021-Current)

- Established and upheld brand awareness across four distinct business sectors: Realty, Custom Homes, Resort & Spa, and Marine Resort
- Formulated comprehensive marketing campaigns spanning digital, print, and billboard platforms
- Executed press releases, advertising initiatives, and commercial radio campaigns to enhance brand visibility
- Conceptualized and crafted diverse marketing materials, encompassing menus, brochures, banners, flyers, and mail campaigns
- Orchestrated seamless coordination for events and weddings, ensuring exceptional experiences for clients and attendees

Graphic Artist/Editor (Contract Job)

Strauss Diamond (January 2021-August 2021)

- Photographed dental products and edited existing product photography for digital and web formats
- Created content for commercial designs and social media channels
- Produced and edited educational videos for product demonstrations
- Managed WordPress-based website and provided assistance to the team as needed

Communications Manager

St. Johns County Chamber of Commerce (August 2018-August 2020)

- Managed all communications and digital media activities across multiple business segments
- Developed communication and marketing plans grounded in thorough marketing research
- Ensured the regular updating of all marketing materials to align with organizational objectives
- Produced and edited educational videos and coordinated virtual events
- Supervised website content management and directed social media strategy
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Senior Graphic Artist & Contributing Writer

The Villager's Voices (March 2011-April 2018)

- Assembled newspaper layout and designed advertisements
- Distributed publication to local community organizations
- Contributed as a special event writer and copywriter

Technical HVAC Coach/Marketing Developer

Comfort Institute (October 2012-March 2014)

- Developed educational materials for HVAC contractors
- Created marketing campaigns and managed client websites
- Provided technical support and video editing services
- Coached HVAC members on Clean Air Quality Software

Adobe Photoshop, Dreamweaver, Visual Art Instructor

Flagler County Adult and Community Education (June 2006-January 2008)

- Delivered comprehensive training sessions in Adobe Photoshop and Dreamweaver to students at varying skill levels
- Designed and implemented structured programs tailored to diverse age groups, accommodating both beginners and advanced learners
- Taught fundamental concepts in Adobe Photoshop, covering image editing, retouching, and manipulation techniques
- Introduced students to essential tools and features for graphic design, including layers, masks, and filters
- Facilitated hands-on exercises and projects to enhance participants' proficiency in creating digital artwork and designing graphics for print and web
- Guided students through the process of website development and design using Dreamweaver's intuitive interface
- Incorporated multimedia elements into website projects to provide students with practical experience
- Emphasized practical application and real-world projects to empower students to create professional-quality websites from scratch
- Fostered a supportive learning environment where students could explore their creativity and develop technical skills
- Provided personalized guidance, feedback, and hands-on practice to help individuals unlock their potential and achieve their goals in digital design and web development

Activities:

- Painting, illustration, and music enthusiast
- Taught Visual Art and Graphic Design in Flagler County
- Enjoy paddle boarding, kayaking, and traveling
- Promote a healthy and positive lifestyle

Online Profile and Portfolio:

<https://www.amandabenjamindesigns.com>