

# Amy Lovett

## Education

**Center for Digital Imaging Arts at Boston University**  
Professional Certificate in Graphic Design  
Professional Certificate in Web Design  
**Waltham, MA**  
June 2008  
March 2009

**Northeastern University**  
Bachelor of Science: Business Administration  
Concentration: Marketing  
**Boston, MA**  
April 2005  
*Honors: Summa Cum Laude, Honors Program, Beta Gamma Sigma Honor Society*

## Computer skills

Mac OS-X, Microsoft Windows  
InDesign CS5, Photoshop CS5, Illustrator CS5, Quark XPress 7  
XHTML, CSS, BBEdit, Dreamweaver CS5, Basic Flash CS5, Basic Javascript, Basic PHP  
Word, Excel, Outlook, Powerpoint, Publisher

## Experience

**Instant Sign Center**  
Graphic Designer  
**Norwood, MA**  
June 2008 - Present

- Design a variety of custom signage including window vinyl, engraved plaques, promotional posters, vehicle lettering, and banners.
- Ensure customer-supplied artwork is print-ready. Educate customers on basic print design principles such as file types, font inclusion, etc.
- Provide detailed proof sheets to ensure orders are produced on time and correctly.

**Rodman Ride for Kids**  
Web Designer  
**Foxboro, MA**  
March 2009 - June 2011

- Developed new web site for local non-profit celebrating its 20th anniversary.
- Maintain site at [www.rodmanrideforkids.org](http://www.rodmanrideforkids.org) and update on an as-needed basis.

**Domain Home**  
Marketing & Advertising Specialist  
**Norwood, MA**  
December 2006 - January 2008

- Executed marketing and advertising initiatives including direct mail, catalogs, collateral material, store signage, store opening programs, and all media planning and placement.
- Managed external marketing agency.
- Oversaw print production from start to finish. Tracked deadlines; collaborated with internal departments to verify product information; and quoted projects with multiple vendors to obtain lowest cost.

**ZOOTS**  
Marketing Coordinator  
**Newton, MA**  
May 2005-December 2006

- Managed print production of all marketing collateral, including newspaper inserts, direct mail, statement stuffers, door hangers, and sales kits.
- Supervised in-house graphic designer in creating a variety of effective marketing materials.
- Member of the team responsible for new and acquired store openings. Led all marketing efforts.
- In charge of email-marketing campaign using Exact Target email software.

**Simon Property Group**  
**Solomon Pond Mall**  
Marketing Intern  
**Marlborough, MA**  
November 2004-April 2005

**Burlington Mall**  
Marketing Intern  
**Burlington, MA**  
June 2002-December 2002

- Assisted Director of Mall Marketing in organizing various charitable and promotional events.
- Communicated with retailers to maintain mall web-site at [ShopSimon.com](http://ShopSimon.com).

**Yankee Candle Company**  
Retail Marketing Intern  
**South Deerfield, MA**  
June 2004-December 2004

- Assisted with the coordination of events in stores across the country, including the Flagship Store.
- Coordinated graphics and signage for over 300 retail stores.
- Drafted memos to store and district managers to ensure proper and consistent graphics placement.

**Walt Disney World**  
Magic Kingdom Attractions Hostess  
**Orlando, FL**  
June 2003-January 2004

- Provided excellent customer service to guests on a daily basis while modeling core Disney values.
- Improved interpersonal communication skills with both guests and fellow cast members.