

AMANDA TENG

DIGITAL MARKETING + GRAPHIC DESIGN SPECIALIST

Results-driven, detail-oriented, and innovative Digital Marketing and Graphic Design Specialist respected for developing and producing engaging multimedia collateral in support of company advertising initiatives and performance goals. Motivational leader experienced in crafting strategies and campaigns that drive brand awareness and grow market share. Out-of-the-box thinker committed to continuously improving trend forecasting, business development, and technology integration to optimize expansion and revenue production.

LOS ANGELES, CA • WILLING TO RELOCATE

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EXPERIENCE

DIGITAL PRODUCTION ARTIST | 2021 - PRESENT

RALPH LAUREN | NEW YORK, NY

- Create web-ready graphics from final creative designs in a group development environment and own all page weight standards and procedures, such as slicing graphics, file naming, and image compression/optimization.
- Execute color and text modifications, minor layout updates, and other basic design changes and handle quick publishing critical requests from the Marketing and Design teams.
- Skillfully prioritize multiple projects with tight deadlines using expert understanding of and experience with producing web-ready graphics.
- Develop and deliver technical recommendations for implementation options related to user experience.
- Continuously leverage comprehensive knowledge of emerging digital mediums, browser and platform issues, e-commerce, web accessibility standards, and batch automation to produce high-quality, engaging content.

GRAPHIC DESIGNER | 2019 - 2021

GUESS?, INC. | LOS ANGELES, CA

- Conceptualized, designed, and produced corporate advertising graphics and content for multimedia distribution, with features in Elle, Harper's Bazaar, InStyle, The Hollywood Reporter, Flaunt, and Vogue.
- Oversaw annual operating budgets and project timelines, consistently producing exceptional results while remaining on time and on budget.
- Collaborated extensively with the Creative and Art Directors to define and execute comprehensive project lifecycles, including establishing brand goals, generating and reviewing content, and submitting for approval.
- Championed seasonal advertising campaigns, including coordinating photo retouching operations with the photoproduction team and delivering corporate advertising guidelines for global GUESS? offices.
- Designed catalogs for seasonal campaigns and look books and partnered with the Public Relations team and printing companies to ensure optimal publication quality.
- Supported cross-functional teams in meeting all company advertising and graphic design requirements, including product/international licensing, visual merchandising, retail development, and public relations.
- Reviewed and approved print and outdoor submissions from product licensees and international offices, providing quality control and brand consistency across domestic operations.
- Developed and produced branded campaign videos with logos and credits using Adobe Premiere.

MARKETING COORDINATOR & DESIGNER | 2018 - 2019

THE AGENCY REAL ESTATE | BRENTWOOD, CA

- Directed the design and implementation of marketing initiatives, including print collateral, advertising, social media digital strategies featured in The Los Angeles Times, Westside DIGS, and Palisadian Post.
- Spearheaded a comprehensive marketing strategy, including all creative direction, design, and UX, that leveraged yearly drip campaigns and the construction and revitalization of agent websites to drive sales.
- Managed and executed the aesthetics for all branded material, including property listing ads in local publications, SEO, and digital media.
- Designed flyers, EDDM postcards, email blasts, websites, and all other marketing elements in accordance with each agent's personal brand, resulting in improved lead generation.
- Increased cross-platform followers while acting as administrator for company social media accounts, including Instagram, Facebook, Twitter, and LinkedIn.

MARKETING COORDINATOR & DESIGNER | 2015 - 2018

COLDWELL BANKER RESIDENTIAL REAL ESTATE | SANTA MONICA, CA

- Served as the key digital marketing and design coordinator for 500+ real estate agents' advertising initiatives, creating multimedia, brand-aligned content for print, social media, and digital distribution.
- Created work for publications including The Los Angeles Times, View Magazine, and The Argonaut.
- Collaborated with individual agents to develop customized marketing plans, providing guidance on overall design and aesthetic to accurately encompass personal brands.
- Defined and executed aesthetic goals for all promotional collateral, including company listings with local publications, SEO campaigns, and digital media initiatives.
- Cultivated detailed marketing elements aligned with individual brands, increasing lead generation YoY.
- Maintained consistent messaging, graphics, and ads to increase cross-platform followers while managing 20+ social media accounts.

CAREER HIGHLIGHTS

- Produced high-quality, engaging content by continuously leveraging comprehensive knowledge of emerging digital mediums, browser and platform issues,
- e-commerce, web accessibility standards, and batch automation.
- Defined and executed comprehensive project lifecycles in collaboration with the Creative and Art Directors, including establishing brand goals, generating and reviewing content, and submitting for approval.
- Provided quality control and brand consistency across domestic operations by reviewing and approving print and outdoor submissions from product licensees and international offices.

CORE SKILLS

Project Management / Art Direction / Graphic Design / Digital Marketing / Strategic Planning / Customer Engagement / Brand Development / Social Media Management / Catalog/Look Book Creation / Print Advertising / Cross-Functional Collaboration / Campaign Conceptualization / Video Editing

TECHNOLOGY & TOOLS

Sketch, Adobe Creative Suite (InDesign, Illustrator, Photoshop, PremierPro, Media Encoder, Bridge, Stock) Microsoft Office (Word, Excel, PowerPoint, Outlook, Publisher) / Box.com / Google Drive / Dropbox / WeTransfer

EDUCATION

Chapman University, 2013
Bachelor of Arts in Art, Graphic Design