

# AMANDA LANG

## CONTACT

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## REFERENCES

### Heather Quas-Annsa

Current Director

541.514.9335

heather@cssoregon.org

### Kevin Rusnak

Former Manager

937.369.6786

kevinrusnak@me.com

### Matthew Senecal

Freelance Client

817.727.3990

playwithgloom@gmail.com

## EXPERIENCE

### 2023- now COMMUNICATIONS & DEVELOPMENT ASSOCIATE COMMUNITY SUPPORTED SHELTERS

- Create nonprofit communications including press releases, annual reports, newsletters, donor letters, social media posts, and website content, collaborating closely with directors to maintain consistent messaging
- Establish, monitor, and analyze communication metrics across social channels and website

### 2017- 2022 GRAPHIC DESIGNER EDUCATION SERVICES, HYLAND SOFTWARE

- Designed promotional artwork and layouts for print and digital media, including web pages, emails, banners, signage, flyers, and training materials
- Worked with web development and eLearning teams in agile sprint cycles, creating wireframes and conducting user testing, to improve our company's training website with new features and UI updates

### 2014- 2017 MARKETING COMMUNICATIONS SPECIALIST KENT STATE UNIVERSITY

- Designed, executed, and evaluated email marketing campaigns for recruiting and retaining students
- Updated content on website and copyedited content for accuracy and clarity

## EDUCATION

### B.S. in Advertising - Kent State University

May 2017 | Minor in Writing

### Certificate in TEFL - Kent State University

Aug 2015 | Teaching English as a Foreign Language  
Included a 3-month practicum in Germany, assisting in teaching elementary, college, and adult classes

## SKILLS

- Adobe: Photoshop, Illustrator, XD, InDesign, After Effects, Premiere, Animate
- Project management tools: JIRA, Trello, Miro, Confluence, Smartsheet
- Web design: HTML/CSS, Crazy Egg, Balsamiq, Google Analytics
- Illustration: Clip Studio Paint, Paint Tool SAI, Rebelle, Procreate
- CMS: Drupal, WIX, Sitecore, Neon One, Joomla, WordPress
- Email marketing: Salesforce Pardot, MailChimp, Constant Contact

## ACTIVITIES

Cattery Volunteer, Greenhill Humane Society	2023-now
Curiosity Club Member, Hyland	2019-2020
Web Editor, KentWired	2012-2017
Illustrator, The Burr Magazine	2014-2015