

# Amanda Fletcher, M.A.

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## CREATIVE MARKETING LEADER | BRAND DESIGNER + STRATEGIST | WEB + VISUAL ARCHITECT

Creative problem-solver with 10 years of experience at the intersection of education, technology, and design. Strategic visionary with over 5 years of experience leading innovative brand, web, packaging, and digital design and strategy for luxury, lifestyle, wellness, and tech clients. Adept at transforming abstract ideas into compelling, high-impact visuals that align business strategy with design execution. Skilled in delivering end-to-end creative—from pitch to production—through storytelling, AI-enhanced visuals, and a collaborative, growth-minded approach. Proven success in contract and leadership roles, consistently elevating brand presence and driving customer engagement across platforms through strategy, collaboration, and positivity. Skilled in implementing software platforms, training teams, and driving adoption of digital tools across organizations.

***"Amanda is incredible! She's become part of our team—she's always there with great ideas, enthusiasm, and genuine willingness to help in any way she can."*** - Mike Peloquin, Sales Director, EX Squared

### CORE SKILLS

**Design, Brand & Creative Strategy:** Creative Direction • Luxury Branding & Packaging • Campaign Development • Listening • Event Marketing • Cross-Functional Collaboration • Strategic Communication • (eCommerce) Web Design • Communication (Written + Verbal) • Growth Mindset • AI & Design Technology • Implementation & Instruction • Communicating Complex Ideas

**Marketing & Analytics:** E-Commerce Marketing Design • Social Media Strategy • Google Analytics • Brand Guidelines • Infographics & Presentations

### TOOLS & PLATFORMS

**Design/UX:** Adobe CS, Canva, Lightroom, Figma, Miro  
**Web:** Wix, Shopify, Webflow, Squarespace, WordPress  
**Marketing:** Klaviyo, HubSpot, Odoo, Marketo, Mailchimp, Meta  
**PM/CRM:** Asana, Trello, Teams, Google Workspace, Zenhub  
**AI Integration:** Chat GPT, Runway, Midjourney, DALL-E for content scaling, visualization, prototyping

**Other Skills:** Parallel Parking, Rock/Paper/Scissors, Rummikub, Mural Painting, & a Self-proclaimed "Jack of all Trades"

### EXPERIENCE

#### **Savvy by Design** – Founder | Chief Creative Officer

Remote | Jan 2019 – Present

- Create full brand identities, packaging design, pitch decks, event collateral, and data-driven campaigns
- Collaborate with cross functional teams to develop (monthly) creative content for digital marketing, web UX, and social media
- Design luxury e-commerce experiences that improved conversion and retained high-end clientele
- Integrate AI tools to streamline visual development, resulting in faster turnaround and richer creative
- Collaborate with event producers and marketing teams on presentations and proposals for events at SXSW, Formula 1, and other high-profile hospitality venues for medium to large events, including local events festivities for city of Austin, TX
- Advise on system adoption and user experience while implementing and customizing tools and platforms to streamline internal workflows, ensuring smooth rollout of marketing and operational systems aligned with the company's business model

#### **Mexic-Arte Museum** – Marketing & Design Consultant (Volunteer)

Hybrid – Austin, TX | Sept 2024 – Present

- Design exhibition, event, and campaign materials for city-funded cultural festivals and public programs
- Produce cohesive branding and collateral for Viva La Vida Parade, Muertos Mercado, Cinco de Mayo, and others
- Elevate sponsorship experience through branded post-event recaps, improving re-engagement and funding

#### **Noble Venture** – Brand & E-Commerce Marketing Specialist (Contract)

Remote | Mar 2024 – Aug 2025

- Increased brand awareness by 9% and improved engagement by 11% through data-backed, multi-channel lifecycle campaigns
- Led full redesign of Shopify-based site, reducing bounce rate by 14% and improving cart conversion
- Directed packaging, email design, and social assets for ethical product lines tied to nonprofit partnerships
- Implemented Odoo to customize CRM, sales cycle, project management, and inventory workflows, aligning the system with Noble Venture's unique business model and improving internal efficiency, followed by leading team training & adoption of tools

## EX Squared – Brand & Marketing Designer (Contract)

Remote | Sept 2021 – Oct 2023

- Designed and implemented internal marketing asset systems and templates to streamline team workflow across three connected brand websites and a digital blog, resulting in higher engagement and retention
- Built scalable brand guidelines from concept to launch and client-facing templates for enterprise software projects
- Collaborated with Marketing & Sales Teams to design B2B marketing campaigns, templates, proposals, and performance visuals for investor presentations
- Designed internal corporate communication and client facing marketing assets and templates, including print designs
- Served as the face of a new sales and marketing strategy, recording video content for email campaigns to drive engagement and encourage recipients to take targeted actions

## Jefferson ESD + Austin ISD – Elementary & Middle School Teacher | Tech Integration Specialist

CA + TX | Aug 2015 – June 2021

- Piloted Second Language Learning Program for 3rd-5th Grade followed by training teachers in execution
- Mastered classroom management and a nearly student-run classroom with use of Blackbaud's CMS and LMS edtech
- Planned & facilitated professional trainings for 100+ educators in creative tech integration and digital storytelling
- Started and facilitate 2x/week after-school math tutoring program, as well as a weekly coding club
- Boosted test scores across English and Math by over 12% through instructional creativity and personalized instruction
- Partnered with site's Counselor to implement social-emotional learning in the classroom
- Selected for classroom observations, parent recruitment walkthroughs, and modeling lessons integrating technology
- Implemented near-paperless curriculum, introducing digital platforms to 200+ students

## EDUCATION

### Santa Clara University, CA

M.A. in Education, CA + TX Teaching Credentials (K-12)

ESL + Educational Technology Instruction Certified

B.A. in Studio Art, Graphic Design • Minor: Art History

## CERTIFICATIONS

Google Digital Marketing Certificate

Udemy Shopify Certificate

IBM UI/UX Designer Professional Certificate

IBM UI/UX Research and Information Architecture

## FEATURED PROJECTS

### Four Seasons International Incentive Presentation

Designed a high-stakes pitch deck for hospitality leaders at a global conference in Punta Mita, Mexico elevating Austin travel experience for Four Seasons Austin clients.

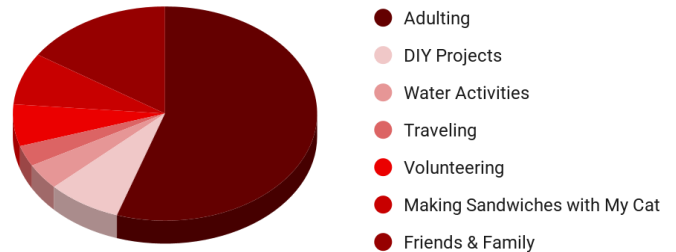
### Event & Travel Co. Custom Rebrand & Web Design

Repositioned the brand and redesigned the website to improve clarity and UX, resulting in a 50% increase in site sessions in the first month, direct traffic growth of 17% MoM and 37% by month two, and sustained user growth over six months.

### Tech Industry 4-Day Conference at Fairmont Austin

Led design for event branding, directional signage, event space and proposals for a 650+ attendee summit. Coordinated setup and ensured brand continuity across all guest touchpoints.

## TIME SPENT



### Formula 1 '24 x Private Luxury Jet Event Branding

Designed premium proposal decks and event branding for a C-Level experience at Circuit of the Americas, resulting in successful partnerships and activation approval.

### TX Conference for Women Virtual Tradebooth + Seasonal E-Comm Website Updates for a Luxury Handbag Co.

Designed and maintained a Shopify ecommerce site during COVID, creating responsive layouts, promotional assets, and a branded virtual tradeshow experience integrated with the store.

### Political Marketing Company – Creative Direction/Design & Campaign Assets Development

Created cohesive branding, visuals, and copy for political campaigns across digital and print channels to support messaging and engagement.