

AMANDA
CONNER



CREATIVE
DIRECTOR

SUMMARY

Experienced Creative Director with a proven track record of driving impactful creative strategies and delivering high-quality projects across diverse mediums. Adept at leading cross-functional teams and cultivating strong client relationships. Skilled in graphic design, branding, digital media production, and content creation.

CONTACT

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[LinkedIn Profile](#)

WORK EXPERIENCE

CREATIVE DIRECTOR / CREATIVE PRODUCER

Freelance

2020-Present

- Collaborates with clients and program stakeholders to provide tailored creative solutions including graphic design, branding, digital media production, and content creation.
- Develops comprehensive creative strategies to effectively communicate brand messages and engage target audiences.
- Manages project lifecycle from concept development to final delivery, ensuring client satisfaction and exceeding expectations.

CREATIVE DIRECTOR

Jack Morton Worldwide | Detroit, Michigan

June 2022-December 2023

- Spearheaded collaborative creative vision for client communication and marketing challenges with Jack Morton teams, agencies, and vendors.
- Managed program team, providing leadership, support, and advocacy for team members.
- Offered comprehensive creative vision and art direction for video and virtual event productions.
- Developed and delivered creative concepts, mood boards, and pitch presentations.
- Led strategic creative development, ensuring innovation, brand consistency, and commitment to diversity, equity, and inclusion (DEI) from conception to final delivery.

WORK EXPERIENCE (CONTINUED)

CREATIVE MANAGER / EXECUTIVE PRODUCER

MVP Collaborative | Madison Heights, Michigan

March 2016-June 2022

- Oversaw end-to-end production of diverse projects, including video, print, digital, interactive, social media, and events, ensuring timely and budget-conscious delivery of high-quality deliverables.
- Managed project tasks, budgets, and diverse team members, collaborating with clients and stakeholders to establish objectives, budget, and presentation approaches.
- Cultivated and grew client relationships, partnerships, and trust by ensuring an enjoyable project journey from initiation through completion and beyond.
- Worked closely with cross-functional teams to coordinate and approve video, UX/UI, art, and copy materials, while also contributing to the creation of designs, concepts, and sample layouts based on aesthetic design principles.

DIGITAL PHOTOGRAPHER

Freelance

2013-Present

- Collaborates with clients to deliver high-quality photographs for various purposes.
- Conducts photo shoots and edits images using Adobe Photoshop and Lightroom.
- Manages all aspects of photography projects from client brief through final delivery.

MEDIA PRODUCTION SPECIALIST

Freelance

2009-2017

- Contributed diverse expertise across various multimedia content creation, including feature films, documentaries, commercials, graphics and social media content.
- Collaborated closely with clients and creative teams to conceptualize and plan projects.
- Managed full spectrum of video production and post-production processes from scriptwriting to editing and delivery.

ASSISTANT EDITOR (FREELANCE)

Radish Creative Group | Royal Oak, Michigan

October 2014-July 2015

- Assisted editorial team with managing media assets, basic editing tasks, and quality control checks.
- Demonstrated skills in project management and post-production tasks.
- Proficient in graphic design using Photoshop, After Effects, Premiere, and Illustrator.



EDUCATION

MASTER OF MASS COMMUNICATIONS

South Dakota State University | 2017

BACHELOR OF ARTS | FILM

Wayne State University | 2010

CERTIFICATIONS

- Influence Skills for Leaders and Managers, LinkedIn Learning, 2024
- Strategic Content Marketing, LinkedIn Learning, 2024
- Figma Essential Training: The Basics, LinkedIn Learning, 2024
- Typography and Layout: A Practical Guide, LinkedIn Learning, 2024
- Creating Fonts with Fontself, Illustrator, and Photoshop, LinkedIn Learning, 2024
- Integrating Generative AI into the Creative Process, 2024
- User Experience (UX) for Non-Designers, LinkedIn Learning, 2024
- Manager Boot Camp, Creative + Talent + Partners, 2023

SKILLS

- Adobe Creative Cloud (Photoshop, Illustrator, After Effects, InDesign, Premiere Pro, Lightroom, Media Encoder, Audition, Acrobat, Frame.io), WordPress, Figma, Canva, Microsoft 365, Google Suite, Apple iWork Suite
- Graphic Design, Art Direction, Branding, Logo Design, Web Design, Motion Graphics, Digital & Print Production, Typography & Layout, Illustration
- Concept Development, Multimedia Production, Storyboarding, Lighting & Set Design
- Creative Direction, Social Media Marketing, Digital Marketing, Marketing Communications, Copywriting, Corporate Identity, Brand Development, Brand Integration, User Experience (UX), User Interface Design, Research
- Film & Video Production, Video Editing, Post-production, Documentaries, Media Production
- Leadership, Communication, Budgeting & Resource Allocation, Project Management, Event Management, Client Relationship Management, Creative Problem-Solving

