

# AMY DYKSTRA

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## SUMMARY

Enthusiastic, versatile, and seasoned Graphic Designer bringing 8 years of experience applying technical and creative abilities to diverse customer projects. Highly effective at collaborating with leadership to complete artistic, project, and production tasks to meet budget and schedule goals. Experience with Adobe Creative Suite software with strong emphasis on InDesign, Photoshop and Illustrator.

## SKILLS

- Developing targeted leads
- Creative direction
- Advertising expertise
- Viral trends understanding
- Event planning
- Social media expertise
- Data tracking and analysis
- Budget Management
- Logo creation
- Microsoft Office expertise
- Digital graphics
- Adobe Creative Suite (Photoshop, Illustrator, AdDesign)
- Adobe AfterEffects
- Website design
- Production standards
- Adobe Premiere
- Retail operations management
- Relationship building
- Troubleshooting

## EXPERIENCE

### Advertising Coordinator

Coldwell Banker Real Estate Professionals | Iowa City, IA | Apr 2017-Current

- Developed attractive and engaging print and digital ads.
- Created corporate brands by designing cohesive looks between logos and letterheads.
- Trained Administrative Assistant in Microsoft Publisher functionality to develop skill and technique in performing graphic-related activities.
- Oversaw product design, print design and marketing collateral from concept to completion.
- Fostered relationships with retail clients through effective communication, negotiation and collaboration.
- Developed, designed, laid out and produced variety of technical illustrations for brochures, banners and signs.
- Maintained company website and updated with newly designed products and corporate announcements.
- Leveraged proficiency in Adobe InDesign, Photoshop and Illustrator to design email blasts, catalogs, posters and other promotional materials.
- Drafted and edited interesting press releases for each event, contest or promotion.
- Negotiated contracts and fees with media professionals to secure pricing.
- Worked closely with executive team to outline company goals and transfer goals to account holders.

### Sales Lead

White House Black Market | Coralville, IA | Nov 2018-May 2020

- Taught junior employees how to meet operational and sales goals with proactive strategies.
- Addressed employee issues and conflicts to provide input, feedback and coaching.
- Maintained high merchandising standards by building attractive displays and monitoring inventory levels.
- Monitored sales performance through analysis of sales reports and comparison shopping.
- Enhanced sales by implementing merchandising and promotional improvements.
- Organized in-store promotional events.
- Maintained store in clean and neat manner.
- Responded to safety and loss prevention incidents.
- Set up visually appealing promotional displays.
- Set specific program objectives and sales goals for store.
- Tracked and monitored KPIs and trends.
- Implemented community outreach and engagement plans to reach vulnerable communities.
- Oversaw recruiting, onboarding and training of part-time employees.

### Sleep Professional

Sleep Number Corporation | Coralville, IA | Jun 2014-Apr 2017

- Maintained appealing and sparkling clean showroom by arranging and straightening furnishings.
- Upsold customers on protection plans, warranties and coordinating products.
- Discussed financing options, pricing and current promotional offers.
- Processed credit applications and complete transactions.
- Suggested specific product and options in line with customer goals.
- Followed up with customers via phone or email
- Created and maintained customer files to record and organize information such as name and purchase history.
- Greeted customers and offered to assist with showroom navigation and selecting products.
- Attended training sessions to build and enhance product knowledge and sales tactics.
- Assisted teammates and mentored new employees to deliver top-tier customer experiences.
- Attended and participated in industry events.
- Coordinated all details and activities for Sleep Number tradeshow and special events.

### Production Assistant

Zephyr Printing & Design | Coralville, IA | Aug 2012-Jul 2013

- Properly handled hazardous waste materials to uphold safety regulations.
- Jogged and stacked paper by delivering blank or partially printed stock to equipment.
- Accurately set-up fold, adjusting roll mechanisms, tension and guide devices.
- Examined printed copy for correct ink density, position on paper and registration.
- Adhered to all corporate brand guidelines when preparing graphic materials.
- Worked closely with team members to deliver project requirements, develop solutions and meet deadlines.
- Recognized by management for providing exceptional customer service.
- Copied documents and handled binding for finishing work.
- Adjusted equipment and computer interface to print various sized projects using different paper stocks.
- Operated equipment, including high-volume photocopiers, printers and folding and inserting machines.
- Delivered projects to multiple store locations on time.
- Worked with clients to design custom prints including images and color.
- Inspected and repaired printing and design equipment.
- Kept track of daily orders and shipments.
- Read orders to assess specifications and accurately apply protective and decorative finishes to workpieces or products.

## EDUCATION AND TRAINING

### Associate of Science: Graphic Communication Technology

Kirkwood Community College | Cedar Rapids, IA | May 2004

### Graphic Design

Arizona State University | Tempe, AZ

## WEBSITES, PORTFOLIOS, PROFILES

- amyjodykstra.com