

Amanda Wisnack

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Experience

AGAIN Interactive / Senior Designer / January 2021—Present

Execute engaging digital strategies and campaigns across a range of clients while leading creative concept development from ideation through execution. Drive the creative, working hand-in-hand with copywriters while managing several projects and priorities. Collaborate with clients, copywriters, account team, production team while managing a team of designers to execute and delegate work to meet quick deadlines.

AGAIN Interactive / Designer / June 2019—January 2021

Execute engaging digital strategies and campaigns across a range of clients while leading creative concept development from ideation through execution. Bring brands alive across digital channels by creating engaging social and digital content across specific platforms for a diverse range of industry verticals. Work on fast turnaround projects, prioritizing and delegating work to meet deadlines.

AGAIN Interactive / Digital Design Assistant / May 2018—June 2019

Strategize and implement digital marketing material such as social media content, campaigns, and other digital advertising for various clients including Pearson, Carbona, Villeroy and Boch, Aprilaire, Conn's HomePlus and more.

Skills

Adobe Creative Suite

Advanced proficiency in Adobe Photoshop, InDesign, Illustrator, Lightroom and After Effects. Proficient in Adobe Premiere and InCopy.

Art Direction

Produce campaigns while directing photographers and models to ensure the message, image, and brand is conveyed for clients.

Miscellaneous

Microsoft Office, branding, retouching, film/digital photography, TikTok, Reels, coach-able, problem— solver, quick learner, passionate and organized.

Education

Rutgers University Mason Gross School of the Arts / New Brunswick, NJ

Bachelor of Fine Arts in Design