

# Amy Carroll

## project management & design

850-508-3839 amy@amyhollen.com

### skills & certifications

#### management

PROJECT MANAGEMENT



**Graduate Certificate in Project Management**

Florida State University

MICROSOFT SHAREPOINT

MICROSOFT PROJECT

MICROSOFT VISIO

HIRING, TRAINING, SUPERVISING

OFFICE FINANCE

#### design

ADOBE INDESIGN CC

ADOBE ILLUSTRATOR CC

ADOBE PHOTOSHOP CC

ADOBE DREAMWEAVER CC

ADOBE EDGE CC

#### web

HTML5

CSS3

PHP

PYTHON



**Python for Everybody Specialization**

University of Michigan via Coursera

License **2CN3GZH8VS6N**

SEARCH ENGINE OPTIMIZATION

SOCIAL MEDIA MANAGEMENT

GOOGLE ANALYTICS

GOOGLE ADWORDS



**Google AdWords Fundamentals**

Google

License **11882503**



### Integrated Marketing Communication

**Master of Science**

Florida State University



### Graphic Design

**Bachelor of Fine Arts**

Florida State University

#### PORTFOLIO

[amyhollen.com](http://amyhollen.com)

#### LINKEDIN

[linkedin.com/in/hollen](https://www.linkedin.com/in/hollen)

#### LOCATION

Tallahassee, FL

designed Put It Down logo that has traveled **200** miles per hour on the **#29** NASCAR

**10** years in-house marketing & design  
**4** years as a public information officer  
**2** years managing a small business

managed a verified  Twitter account with over **12.2 K** followers and an average Klout score of **66**

mentored **9** degree seeking Master of Fine Art students in theatre marketing

**33,784** taxpayer dollars saved by developing the FDOT website in-house

initiating **1<sup>st</sup>** annual Security BSides conference in Tallahassee in **2018**

Coordinated and monitored **424** design projects and **96** event photography sessions for **510** student-based services in 5 months

### awards

**TransComm 2015**  
Best Infographic

**TransComm 2014**  
Best Logo Design

**Prudential Productivity Award 2014**

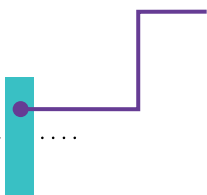
**TransComm 2013**  
Best Internal Newsletter

### organizations

**Project Management Institute**  
Tallahassee Chapter  
Social Media & Web Manager

**Capital City Cyber Defense Network**  
Board Member

2018



**Student Government Association**

Florida State University

**Publications Manager**

Oct 2017 – Present

- Manages project scopes, timelines, staff, and resources for 40-60 quick-turnaround design, print, and photography projects at any given time
- Organizes and designs publications including guidebooks, reports, and event collateral
- Supervises, mentors, and instructs part-time college student staff including teaching biweekly graphic design lessons
- Seeks, interviews, hires, and trains new staff each semester
- Manages office records, schedules, equipment, and consumables

2017



**Center for Prevention & Early Intervention Policy**

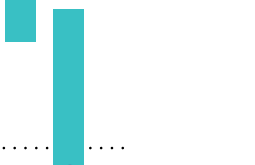
Florida State University

**Assistant Director of Media, Communications, & Marketing**

Jul 2016 – Jun 2017

- Created and managed graphic design, formatting, and production of publications, print materials, and electronic media related to CPEIP store products, training workshops, conferences, and grant reports
- Coordinated production quality control including proofreading, editing, high-volume printing, assembly, packaging, storage, and delivery
- Consulted with faculty on timelines, production costs, and inventory to meet demand, including analyzing usage data and comparable costs
- Acted as a liaison between CPEIP faculty and outside printing vendors

2016



**Public Information**

Florida Department of Transportation

**Public Information Officer**

Oct 2012 – Aug 2016

- Planned, designed, and disseminated digital and print media across the web and the state through internal and external channels
- Developed social media plans and policy while researching new channels
- Wrote and published social media posts to Facebook, Twitter, and WordPress
- Designed department's new brand including logo, website, and use guides
- Designed, published, archived, and helped write articles for newsletter
- Copy edited Secretary's speeches and talking points
- Published news and press releases to website
- Managed office finances and equipment
- Researched and responded to public phone and email inquires

2015

2014



**Paper Pirate**

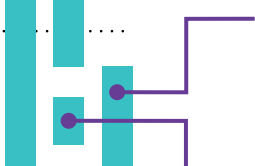
Carroll & Hollen, LLC

**Co-founder & Developer**

Feb 2012 – Apr 2014

- Designed, developed, and maintained e-commerce website
- Staged, photographed, and edited product photos
- Researched and contacted wholesale suppliers
- Fulfilled customer orders in a timely manner
- Managed sale booth at shows and fairs

2013



**School of Theatre**

Florida State University

**Marketing Manager**

Jan 2012 – Oct 2012

- Developed marketing plan including events and fundraising opportunities
- Purchased advertising media through radio, newspaper, and web
- Designed all visual components including posters, programs, and ads
- Mentored and evaluated MFA students in marketing practices

2012



**Design Farm**

Infinity Software

**Contracted Illustrator**

Jun 2012 – Aug 2012

- Illustrated and animated educational visuals as a subcontractor for the Florida Department of Education
- Focused on subjects ranging from government and economics to geography and history

2011



**The UPS Store**

at Florida State University

**Graphic Designer & Printer**

Sep 2010 – Jan 2012

- Provided digital, offset, and wide format print services, finishing services, and graphic design services with quick turnaround under Florida State University contract and to private customers
- Served as part of the university's Communication Network to preserve brand integrity and develop stronger ties among departments

Earlier

**Union Marketing**

Florida State University

**Graphic Designer**

Nov 2008 – May 2010

**Student Life Cinema**

Florida State University

**Graphic Designer & Webmaster**

Mar 2008 – May 2010

**Graphic Design Contractor**

Self-Employed

**Graphic Designer**

2006 – 2010 // 2016 – 2017