

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

E-COMMERCE 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

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 **1st** 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 Security Defense Network
Board Member

2018
2017
2016
2015
2014
2013
2012
2011
Earlier

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

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

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 inquiries

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

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

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

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

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