

AMANDA LERNER

MARKETING DESIGNER

CONTACT

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-  Mount Kisco, New York

EDUCATION

Bachelor's of Arts: Design

Lehigh University

Bethlehem, PA • 2019 - 2023

- **Minor: Marketing**
- 3.64 GPA
- Graduated magna cum laude
- Member of Art, Architecture and Design Club, Creatives of Lehigh Club, Women's Network of Lehigh, Conservation Club & Astronomy Club
- Volunteer Disability Support Services at Lehigh University

SKILLS

- Product Management and Branding
- Developing Campaigns
- Microsoft Office
- Market Research and Analysis
- Problem-Solving
- Data Visualization
- Illustration and Design
- Adobe Creative Suite
- Autodesk Fusion 360
- Design Mockups and Prototypes
- Logo Illustration

PROFILE

Hello! I'm a recent graduate of Lehigh University with a bachelor's degree in design and a minor in marketing. I'm seeking a permanent position in the marketing industry which leverages my experience in design. I'm meticulously organized and motivated with vast technical and problem solving skills. I pride myself in being detail-oriented and consistently eager to learn and be challenged.

WORK EXPERIENCE

Marpai Health

Marketing/Design Intern

06/2022 - 12/2022

NY, NY

- Designed graphical elements for websites, newsletters, logos and promotions for marketing purposes.
- Assisted with design of print materials such as flyers and ads by producing basic layouts, selecting colors and tracking down appropriate images.
- Used Adobe Photoshop, Adobe Illustrator and Adobe InDesign to develop new graphical content.
- Promoted company's events by designing marketing materials such as posters, digital invites and brochures.

Brightmark Consulting

Marketing Intern

06/2022 - 12/2022

Westport, CT

- Assisted with development of event strategies and tactical plans to promote accomplishment of marketing goals.
- Assisted personnel with day-to-day marketing tasks and coordinating activities.
- Researched latest trends and conducted market analysis.
- Created marketing collateral to aid in client education.
- Contributed to graphical illustrations, mock-ups, email campaigns and social media content.
- Executed marketing communications to increase brand awareness and visibility.