

Amy Giltner



There is a difference between an artist and a designer.
The artist identifies the problem. The designer fixes it.

**RACE:**

CREATIVA
ARTIFEX

CLASS:

GRAPHIC

PROFESSION:

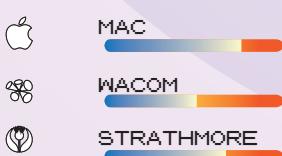
DESIGN

GUILDS:

AIGA CHICAGO
ASCEND
LYNDA.COM

STATS:

10/10 SPEED
10/10 LUCK
09/10 SPIRIT
08/10 VITALITY
06/10 AGILITY
05/10 STRENGTH
05/10 DEXTERITY

MAGIC:**WEAPONS:**

HISTORY

Capitol News Agency & Lovers Playground

Lovers Playground is an adult store network with 28 locations in 18 different markets across the Midwest. Capitol News Agency is the parent company and distribution center.

Director of Marketing & Advertising

CURRENT OBJECTIVE

_invent and implement advertising campaigns;
_manage contracts across multiple media formats;
_plan and promote in store events;
_sponsor events and promotions outside of stores;
_develop and update website;
_manage social media networks;
_write and manage monthly e-mail news letters;
_respond to customer inquiries with advice and products;
_design store fronts, awnings, windows;
_create plan-o-grams for in store displays;
_design point-of-sale signs and other in store displays;
_coordinate all aspects of art production;
_maintain company standards of brand use;
_create schedules and meet deadlines;
_participate in new product meetings;
_educate staff and customers about new products.

Store Manager

2008-2011

_developed strategies to motivate sales and staff;
_maintained inventory and budget;
_managed a small staff;
_searched for new partnerships and promotions;
_hosted events in & out of the store.

Bonus Abilities

* Associate of Applied Science *
* Graphic Design *
* ILLINOIS INSTITUE OF ART CHICAGO *
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* CERTIFICATIONS *
* CSS Fundamentals *
* Facebook Marketing *
* Analyzing your Website to Improve SEO *
* Designing Websites: Photoshop to Dreamweaver *



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