

# 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

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*   Associate of Applied Science
*   Graphic Design
*   ILLINOIS INSTITUTE OF ART CHICAGO
*
*   CERTIFICATIONS
*   CSS Fundamentals
*   Facebook Marketing
*   Analyzing your Website to Improve SEO
*   Designing Websites: Photoshop to Dreamweaver
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3946 W. Roscoe 1A  
Chicago IL 60618

agiltner.com  
giltner.amy@gmail.com

