



6768 SW 167th Place, Beaverton, OR 97007

PHONE 503.810.9527 • E-MAIL [alang4hire@gmail.com](mailto:alang4hire@gmail.com)

PORTFOLIO [www.alang4hire.com](http://www.alang4hire.com) • LINKEDIN <http://www.linkedin.com/in/alang4hire>

**PROFILE** Accomplished creative services manager and marketing professional with over 10 years of experience developing brand messaging through visual materials and digital channel analysis. Designed innovative campaigns to expand email lists, open new networking channels, and build relationships with experts, while driving higher sales.

**STRENGTHS**

**Creative:** Hands-on art director who thrives on visually creative and strategic thinking. Ability to execute solid, clean, creative design solutions from conception to final production.

**Diverse Skills:** Experienced in current design, typography and photography trends with a multidisciplinary skill-set that includes copywriting, brand strategy, graphic/web/interactive design, social media, infographics, logo design, illustration, marketing communications and creative services process management.

**Powerful Communicator:** Ability to communicate with internal and external clients at all levels, translating complex communications into persuasive design solutions to ensure effective creation of campaign materials.

**Project Management:** Planner with strong organizational and analytical skills who can establish project parameters, troubleshoot problems and complete projects on time and on budget.

**Team Leadership:** Experienced manager who builds high-performance teams and develops strong vendor and supplier relationships.

**EXPERIENCE**

**Visual Designer | Bridge City Staging | 08/2019 – Present**

- Virtually staged over 500 new and existing constructions using current decor trends to attract online buyers. Average days on the market 15.
- Create and deploy marketing materials for social media, website, and customer outreach. Achieving 46%+ open rates and 15%+ click rates.
- Curated virtual furniture collection for over 300 Apply Design furniture library rooms.
- Voted “Most Influential People in Real Estate Staging” by the Real Estate Staging Association.
- Meet with clients to assess properties and make recommendations to prepare vacant and occupied homes for sale resulting in sales 10% over asking price, as a contractor for OnStage and Judson Roy Homes.

**Channel Partner Marketing Content Manager | Xerox | 01/2019 – 08/2019**

- Focused on creating integrated digital marketing campaigns for email, social media, and website content which drove and tracked to rich, downloadable assets and videos.
- Designed, developed, and maintained sales-enablement playbooks, toolkits, and marketing automation systems to help ~400 SMBs partners generate demand and increase sales.
- Google Analytics was used to track partner marketing KPIs, resulting in 1K+ customer form fills annually from partner sales that align with business objectives.
- Produced proposals, communication plans, and email marketing via PRM platform, content management systems, and marketing automation tools to generate customer awareness, leads, and partner sales pipeline growth.

**Amy Lang**

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**EXPERIENCE  
CONTINUED**

**Creative Services Manager, Senior Designer | Xerox | 02/2014 – 01/2019**

- Supervised a six-person in-house team of designers and writers, overseeing visual content creation and ensuring alignment with brand standards across 50+ internal clients and all routes to market.
- Prioritized and project managed multiple assignments throughout the entire design process and project scope, from kickoffs and concepts to reviews, approvals, and pre-press production & deployment. Produced over 3,600 dynamic lead-generation HTML emails and newsletters, web landing pages and banners, event marketing, fliers, brochures, social media, e-books, and PowerPoint presentations per year.
- Drove new business with the creation of Marketo demand generation email and social media campaigns that generated over 3,000 qualified leads and the sale of over 150 units with increased revenue of \$3M.
- Collaborated with cross-functional teams to identify and execute user experience (UX) and user interface (UI) designs across platforms and various browsers, following 508 accessibility standards.

**Marketing & Sales Manager | Sensoray | 09/2012 – 02/2014**

- Directed the development, copywriting, and creation of all print and online marketing materials for this supplier of embedded electronics.
- Developed and oversaw a marketing program 25% under budget. Programs included Google AdWords, press releases, direct mail, market research, social media, and Web development.
- Negotiated contracts with vendors and distributors to manage product distribution, developed and managed distribution strategies and networks, and consistently achieved \$1M in monthly sales.
- Implemented an e-commerce shopping cart to process payments securely, resulting in a 2% increase in e-commerce conversion rate.

**EDUCATION**

Bachelor of Fine Arts, Graphic Design | Bowling Green State University, OH

Staging Design Professional Master Certification | Staging Studio, San Antonio, TX

**CORE SKILLS**

Expert in Adobe CC—InDesign, Illustrator, Photoshop, Dreamweaver and Acrobat

Proficient in Microsoft Office — PowerPoint, Word, Excel, Articulate, FileMaker and Sage ACT!

Skilled in Figma, Canva, HTML, CSS, Flash, WordPress, SharePoint, Marketo, Act-On, SubscriberMail, Google Docs, Google AdWords, Google Analytics, Premiere Pro and After Effects