

Amanda M. Reeves 678.612.8163, amanda@whitetigris.com

SUMMARY

Interactive creative with seven years of professional experience for well-known companies. Experienced with designing cross-platform with a focus on mobile. Success directing and implementing revenue-generating projects. Work samples are available on www.whitetigris.com.

EMPLOYMENT

Mobile Creative Architect –The Weather Channel, 2007-present (www.weather.com)

Digital ad designer completing over 200 design projects per month for cross platform customers of The Weather Channel and weather.com. Attributed to \$35M in revenue. Worked with creative teams and clients to create compelling advertising experiences.

- Trained and provided art direction for designers and vendors. Managed multiple, concurrent projects and maintained schedules and expectations.
- Designed over 100 mobile web sites, generating revenue and driving over # of page views
 - <http://vortex.mtyny.mobi> has 260K page views
 - <http://green.mtyny.mobi> generated \$400K in revenue
 - <http://beauty.mtyny.mobi> has 200K page views
- Significantly improved mobile ad products by streamlining ad development process and developing new and innovative ad products. Influenced Mobile advertising standards.
 - *Templatized the standard ad experience within our iPhone and Android Applications by streamlining work and eliminating development time.*
 - *Helped launch 300x250 mobile web ad product for true cross platform integration with online advertising.*
 - *Worked to develop the Mobile Adaptor product, which has attributed to over \$1M in revenue.*
 - *Assisted with ORMMA initiative and implementation into our Applications.*

Graphic Designer –Scientific Games, 2005-2007 (www.scientificgames.com)

Head designer of scratch-off tickets for the Georgia, Delaware and South Dakota Lotteries, including the first \$20 lottery ticket which wildly exceeded sales expectations:

- Produced over 50 unique, innovative product designs, generating over \$500M in revenue for state lotteries and over \$50M
- Routinely completed over 100 projects a month, executing them from concept to finished product under tight deadlines, avoiding any delay-related financial penalties
- Developed strong working relationships within our team and with Sales, Marketing and individual customers
- Assisted with training of new designers

Research Analyst (Intern) –AutoTrader.com, 2000 (www.autotrader.com)

Analyzed other eCommerce sites to identify key usability and content differentiators, which could be adopted by AutoTrader to improve their user experience. Prepared complex presentations and reports using Excel and PowerPoint to document my results.

Designer –Gold Rush Graphics, 1999-2000

Designed and developed web sites and graphical content on a part-time basis for Gold Rush customers utilizing commercial clip-art and digital concepts derived from other web sites.

EDUCATION Bachelor of Fine Arts in Digital Media, University of Georgia –May 2005

SOFTWARE Photoshop, Illustrator, HTML, CSS, Dreamweaver, Flash, Microsoft Office, Mac/PC

AWARDS/RECOGNITION

Chevrolet Mobile Adaptor execution featured in the Mobile Marketer:

<http://www.mobilemarketer.com/cms/news/advertising/7576.html>

Home Depot Lawn & Garden Outlook mobile execution featured in AdAge:

<http://adage.com/article/news/home-depot-localizes-marketing-suit-regional-weather/149699/>