

Amber Bent

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Work Experience

2016 - 2019 | **Formativ Health** Marketing Associate/Automation, Web Developer/Graphic Designer

- Established integrated marketing plan, brand campaign objectives & budget, build disciplines around tracking progress, soliciting feedback, & metrics to improve market performance.
- Organized educational webinars. Managed marketing schedule behind monthly webinars including email invites to marketing list, emailing stats, meetings with speakers, web content development, & sales CRM management. Design of webinar presentation & edited video recording of webinars.
- Design of all trade show items including brochures, promotional items & booth development. Managed projects & logistics with vendors. Managed marketing schedule around trade shows.
- Designed, developed, created content for, & automated high impact product launch campaigns, emails, social media, & form fills using Marketo to drive brand consideration, leads, conversion, & market growth.
- Responsible for development & maintenance of company website including SEO & content development/copywriting.
- Created & built company intranet with unique log-ins & permissions for over 500 employees.
- Oversaw group of outside contractors for management of automation projects.

2016 - 2017 | **Etransmedia** Marketing Associate/Graphic Designer

- Developed corporate branding strategies as part of the integration team for partnerships, mergers, & acquisitions.
- Collaborated with development team to design proprietary software UI.
- Designed company website, SEO & content managed content marketing.

- Design of all trade show items & booth development. Managed projects & logistics with vendors.
- Design, development, & delivery of company newsletters.
- Powerpoint layout & design for webinars & sales presentations.

2014 - 2016 | **Albany/Colonie Regional Chamber of Commerce** Graphic Designer

- Responsible for regular web site edits & updates.
- Design, layout, & print preparation of bimonthly magazine, & ad designs.
- Design, development, & delivery of e-mail newsletters.

2012 - 2014 | **Internet Marketing Ninjas** Web Developer

- Editing code including HTML, CSS, SQL, PHP, Java script.
- Editing content through CMS on customer sites that implemented them.
- Designing of websites, & SEO development.

2010 - 2012 | **Hudson Valley Community College Graphic Dept** Graphic Designer, Print Production & Web Developer

- Design of college brochure & marketing materials.
- Pre-press preparation including film & plate burning.
- College web site maintenance & content building.

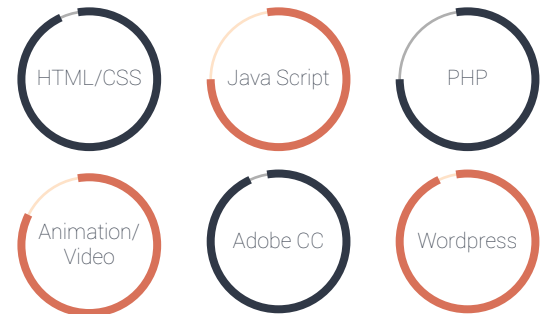
2008 - 2010 | **Premiere Transmedia Designer, Animator**

- Responsible for illustration & animation of all elements in games created for educational use in classrooms.
- Oversaw group of outside contractors & in house educators to develop game content & actions.
- Development of web site hub that housed game subscriptions.

Areas of Expertise

- Market Research & Analysis
- Brand Development & Awareness
- Salesforce & Marketo
- Adobe Creative Suite
- HTML/CSS
- Word Press
- Microsoft Office & Google Applications
- Mac & PC Platform

Technical Skills



Additional Skills



Freelance Projects

- Booklet for Charles Lawrence Keith & Clara Miller Foundation
- Web site, posters, gala program & Power Point presentation for Oakwood Cemetery Troy, NY
- Brochure for Independent Living Center of Troy, NY
- Packaging Design and Identity for Vain Cosmetics
- Web Site, Magazine, and Business Cards for Restaurant Review
- Website and ecommerce store for OrthoRestore

Awards & Recognition

- Received surplus grant for Oakwood Cemetery website project.
- Received monetary reward for best intern with Internet marketing Ninjas, and was welcomed on as full time employee.



Education

Hudson Valley Community College

Computer Information Systems: Web Design A.A.S.

New York Institute of Technology

B.F.A. Marketing/Graphic Design