

CONTACT

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TECHNICAL SKILLS

Social Media Marketing
Graphic Design
Photography
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Videography
Digital Marketing

INVOLVEMENT

Member, Make A Wish Foundation, JMU,
Harrisonburg, VA
September 2021-May 2023

Reporter, Breeze Tv,
JMU,
Harrisonburg, VA
August 2022-December 2023

Amanda Michele Hampton

EDUCATION

James Madison University (JMU), Harrisonburg, VA

August 2021-December 2023

Bachelor of Science in Media Arts and Design (SMAD)

Concentration: **Creative Advertising**

Minor: Art

GPA 2.9/4.0

Piedmont Virginia Community College (PVCC), Charlottesville, VA

August 2019-May 2021

Associate of Science in General Studies

GPA 3.9/4.0

EXPERIENCE

Student, SMAD 201, Foundations of Visual Communication

January 2022 – May 2022

- Created designs and styles of infographics, brochures, social media posts, and posters in Adobe Creative Suite.
- Developed teamwork to focus on skills required for creative projects.
- Created compelling stories and messages for target audiences

Student, SMAD 315, Digital Social Media Marketing

August 2022-Dec 2022

- Learned Social Media Strategies to create visuals for a brand and organization.
- Created consumer content for a changing digital social media landscape

Student, SMAD 342, Elements of Creative Advertising

January 2023-May 2023

- Focused on characteristics of effective messages across media
- Developed professional production to produce diverse creative pieces

WORK EXPERIENCE

Sales Lead, Build A Bear Workshop

May 2019 - October 2024

Build A Bear Workshop, Charlottesville, VA

- Lead a team of associates to model standards and behaviors
- Communicated any Guest service or associate issue to the Head Manager promptly and collaborated to resolve the issue.
- Used good judgment to partner with the Head Manager to make decisions within the company guidelines
- Operated all IT systems following policies and procedures

