

amycohenkatz

Art Director • Photographer • Computer Nerd

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BERNAFON-US: 2010-2012

Veras, Vérité, Brite, Icos, Neo, Win, Xtreme

Directed print and online projects including advertisements, email blasts and animated movies.

Created OOH promotional campaigns supporting contracts w/ Costco, the VA and private companies.

Increased sales by creating the vision and design of Bernafon's online flash sale.

Designed an intra-company online portal with access for external clientele.

Increased revenue by conceptualizing and executing a campaign that won new client business.

Created in-store marketing materials for clientele.

DEUTSCH: 1998 - 2005

Snapple, Samuel Adams, Sour Patch Kids, 7-Up, Motts Mixers, Mitsubishi Motors, Foot Locker, Daptacel, Monster, Biore, Tommy Hilfiger, Getty Images, Tylenol, Zelnorm, Pier 1 Imports

Responsible for the art direction of advertisements and print promotional items for multiple clients.

Created series of advertisements used in multiple national circulars and trade magazines.

Conducted digital in-house photo shoots for clientele, including Snapple and Samuel Adams.

In charge of creating and releasing mechanicals.

SONIC: 2010-2012

Flip, Groove, Varicom, Velocity, Ion, Endura, Touch

Responsible for the art directing the redesign of Sonic's US website.

Created and maintained an online business portal accessible to Sonic corporate and their clients.

Due to the success of Bernafon's flash sale, created and executed an online flash sale for Sonic.

In charge of creating marketing campaigns and materials for multiple independent audiologists.

Designed ads and promotional materials for Flip, Groove and Varicom's new product launches.

Additional Companies (*freelance*)

CLIFF FREEMAN
Quiznos, Snapple

FOTI & LAZO
Bristol-Meyers Squibb

TRIBAL DDB
Johnson & Johnson

AMERICAN LAW MEDIA
Lawjobs.com

JWT: 2005 - 2009

Domino's Pizza, HSBC, Triscuit, Wheat Thins, Welch's, DTC, Jet Blue

Directed monthly national and test market promotional campaigns for Domino's Pizza.

Lead the print production team and managed all Domino's projects that entered print studio.

In charge of photography selections and directed retouching team with color correction.

Supervised a team of freelancers brought in to help with surplus of Domino's projects.

Supported production and creative teams for multiple clientele.

Education

BOROUGH OF MANHATTAN
COMMUNITY COLLEGE

A.A.S. Multimedia Programming & Design

Graduated with honors

Dean's List

Team Leader, head designer and programmer of winning Team Buhara website selected to become the organization's working website.

ITHACA COLLEGE

Computer Information Systems Major

Computer Programs

Adobe Photoshop

Adobe Dreamweaver

Quark X-Press

XML

Microsoft Excel

Adobe Illustrator

Adobe Flash

CSS & HTML

Microsoft Powerpoint

Flightcheck

Adobe InDesign

Adobe Acrobat

Actionscript 3.0

Microsoft Word

DALIM Twist Workflow

