

# Amari Banks

Creative Misfit

## Background & Profile

I am a recent graduate with experience in graphic design, typography, and live media production. I am passionate about storytelling and cooking. I also have a deep love for commercials and guerilla marketing.

## Skills and Proficiency

Adobe Creative Suite: Photoshop, Illustrator, InDesign  
Facebook Ads, Google Ads, ComScore  
Trading Academy Certified: Targeting and Data Management  
Google Digital Garage: Fundamentals of Digital Marketing

## Call me here

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## Education

### BACHELOR OF SCIENCE, ADVERTISING

University of Illinois at Urbana-Champaign May 2019

-3.3 GPA

-Sportsmedia Certified

## Work Experience

### MARKETING INTERN

Upkey | November 2019-December 2019

- Promoted Upkey marketing materials to college students and on campuses through flyers, stickers, and merchandise
- Introduced a new set of Upkey workshops with Chicago Public High Schools
- Produced how to's on promoting pitches and resume videos

### PRODUCTION INTERN

Fighting Illini Productions | July 2018-May 2019

- Operated cameras for Live BigTen sports and reviews
- Captured live coverage of NCAA Women's Volleyball Tournament
- Managed single live broadcasts and interviews with coaches/members
- Actively assisted with crew setups and tear downs

### COPYWRITER

Synergy | January 2019-May 2019

- Created copy for newsletters and marketing materials focused on benefits via Illustrator and InDesign
- Designed and executed the campaign promotion for member turnout to increase foot traffic
- Developed print media copy and social media taglines for veterans re-entering their post-secondary careers

### DIGITAL PROJECT MANAGER

Zmodo | January 2018- March 2018

- Oversaw the team through Zmodo's social media rebrand for family centered approach via media and ad platforms
- Generated Facebook following via ad traffic by 2% with interactive content i.e. polls, Q&A's, feedback posts, and testimonials
- Collaborated with both company and team to execute drafts for the latest security camera launch

### PRODUCTION INTERN

Sonified Sustainability Festival | September 2016-May 2017

- Drafted social media briefs and marketing material proofs using Illustrator
- Created print ads, bus ads, logos, and other marketing materials
- Moderated the SSF webpage for weekly updates and scheduling information
- Immersed Facebook and Instagram exposure to 128 people in 3 weeks generating foot traffic for both campus and local businesses in partnership with SSF

## Accomplishments

- Klues Scholar: Spring 2017
- OMSA Mom's Weekend Scholastic Award Recipient of 2019
- U of Illinois Featured Graduate of 2019
- Apparel Chair, Phi Sigma Pi: Epsilon Zeta Chapter
- Member, American Advertising Federation @Illinois