



AMANTHA “SAMMI” BINDERTON

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DIRECTOR OF VISUAL COMMUNICATIONS ▪ CREATIVE EYE FOR DEVELOPING CORPORATE MATERIALS ▪ GLOBAL FOCUS

Client Management: Consult with corporate decision makers and discuss communication strategies for clients spread across an array of industries, some with regional, national, and international client demographics.

Scope of Projects: Lead projects, starting with the initial scope of the client’s marketing/sales/advertising needs to monitoring budgets and outsourcing technical, graphic, photography, and production tasks as necessary.

Advanced Strategies: Apply unique and innovative spins to traditional communication materials and programs —while maintaining high product quality— and accommodating budget restrictions accordingly.

Multiple Markets: Experience producing pieces for the French market.

Client Testimonial:

“Sammi has been pivotal to the growth of our company. With Sammi, we improved our corporate image, which helped grow our market share by 56.2%.”

—John Bridge, 93Symbols

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HANDLE CREATIVE BRANDING AND CHIEF MA

*Market Research & Promotional Strategies ▪ Media Buying/A
Product & Service Branding ▪ Product Launch Materials ▪
User Experience Designs ▪ Design Collaboration ▪ Client
Print/Online Programs ▪ Graphic Designer ▪ Visual Imaging/C*



RESUME
TO REFERRAL

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PROFESSIONAL CAREER

DIRECTOR OF VISUAL COMMUNICATIONS ▪ COMPANY C

Leverage customer relationship management [CRM] with established points-of-contact, choosing the ideal creative based on each customer’s market and target audience. Apply expert knowledge of corporate branding, merchandising strategies, product packaging/marketing, visual design/creative arts, tag writing/sales messaging, and so on. Projects encompass media kits, signage, style guides, web-based campaigns, email marketing, websites, and videos.

- ❑ **Manage upwards of 9 part- and full-time employees**, participating in performance evaluations, consulting with staff on projects, and collaborating with overall production. Participate in contracts negotiations for outsource/contractual staff.
- ❑ **Lead the conceptualization and production of sculptures, paintings, graphic sketches, copy layout, illustrations, graphics, icons, logos, clip art, and photography.** Utilize online resources for stock resources, applying software and design techniques using tools; i.e. Quark and Illustrator.
- ❑ **Consult on projects contracted to external suppliers.** Advise on overall job costing and address requests for quotes accordingly. Negotiate contracts with suppliers, including advertising agencies and sales teams. Address contract discrepancies and enforce contract terms when needed.
- ❑ **Direct marketing, advertising, and corporate branding strategies as part of the company’s online and off-line business development plan.** Utilize extensive knowledge of communications pieces (i.e. email campaigns, flyers, newsletters, web pages) to further promote the company’s client base and project schedule.
- ❑ **Track project budgets, as necessary, monitoring expenditures while auditing line items to ensure a tight bottom-line on costs with overall financial efficiency.** Cut costs by keeping a tight schedule on all projects; oftentimes bring projects in under budget and within the allotted timeline.

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