

Michael Ameduri

Graphic Designer

Creative, self-directed professional with multiple years of experience in Sales, Marketing and Design. Detail-oriented and able to pursue multiple projects simultaneously, juggling deadlines and budget requirements. Analytical minded able to successfully synthesize and implement new techniques and technologies to fulfill best possible customer experience, usability and brand recognition.

Personal Info

Address

831 Harmon Rd
Penfield, NY 14526

Phone

585.748.0171

E-mail

ammo8@rochester.rr.com

Website

www.getmadesigns.com

Linked in

www.linkedin.com/pub/michael-ameduri/30/877/650

Client Focused

Ability to interpret client's visions regarding product value, brand awareness and marketability while building invaluable relationships with clients, vendors and team members.

Creative

Create, design, color-correct, photo manipulate and maintain notable and profitable E-commerce sites, Micro-sites, Landing Pages, Promotional Campaigns, Banner Ads, Email Marketing, Catalog, Flyers, Posters, Postcards, Business Cards, tradeshow booths and more.

Technology-Driven

Adept knowledge of numerous operating systems/software including: Adobe Photoshop, Adobe Illustrator, Adobe Dreamweaver, Adobe Flash, HTML, CSS, Bootstrap, Microsoft Office, Salesforce, numerous back-end e-commerce management systems, and other internal management systems.

Project Coordination

Detail-oriented and able to pursue multiple projects simultaneously, juggling deadlines and budget requirements.

Software

Adobe Photoshop



Adobe Illustrator



Adobe Dreamweaver



Adobe Indesign



Work Experience

2015 - August-present

Sales and Marketing

Time Warner Cable / Spectrum

- Cultivate perspective clients and present Spectrum products, Television, Internet, Voice and Home Security
- Exceeded expectations as new hire by achieving over 30 new clients while in training period.
- Consistently and effectively gain new customers for Spectrum by careful attention to targeted demographics and persistent sales techniques.
- Ongoing commitment to learning every aspect of the features and benefits of the products and services that Spectrum provides.
- Proven track record of dependability and steadfast dedication in to providing top-notch service and representation for the company

2007 - 2015

Creative Director

AsSeenOnTV.com / Delivery Agent

- Execute creative website and product design for E-commerce division of a world-class commerce technology company managing the design of websites, client relationship, brand identity, and user experience for many national product accounts.
- Spearheaded, as Creative Director and Lead designer for AsSeenOnTV.com, the transformation of a small business into a multi-million-dollar enterprise in 10-plus years. This domain is visited by 300,000+ visitors monthly and resulted in revenue of over \$5 million in sales in 2014.
- Create and maintain client relationships, brand identity, and user experience for numerous national product accounts.
- Manage junior designers producing innovative and timely projects within budget constraints.
- Facilitate the design of over 1,000 website landing pages, promotions advertising AsSeenOnTV.com products and services, design of e-mail marketing promotions, tradeshow booths, print flyers and catalogs.

2007 - 2015

Creative Director

Offers On Demand

- Sole designer for all direct response campaigns, using limited graphic assets to envision, design and execute successful landing pages for national account.
- Primary designer for innovative online sales plug-in, which has garnered over 125,000 orders in 2014 and over \$3 million in sales for AsSeenOnTV.com.

Michael Ameduri

Graphic Designer

Creative, self-directed professional with multiple years of experience in Sales, Marketing and Design. Detail-oriented and able to pursue multiple projects simultaneously, juggling deadlines and budget requirements. Analytical minded able to successfully synthesize and implement new techniques and technologies to fulfill best possible customer experience, usability and brand recognition.

Personal Info

Address

831 Harmon Rd
Penfield, NY 14526

Phone

585.748.0171

E-mail

ammo8@rochester.rr.com

Website

www.getmadesigns.com

Linked in

www.linkedin.com/pub/michael-ameduri/30/877/650

References available upon request

Work Experience *continued*

2006 - present **Freelancer Designer**

MADesigns

- Execute all facets of operations for entrepreneurial company from creation of brand identity, websites, client cultivation, sales, marketing and daily maintenance and updates of client sites.
- Conceptualize and craft websites, logos, branding and marketing materials for businesses, celebrities, organizations and causes. Actively pursued and acquired clients such as Major League Baseball's Brian Roberts, Ironclad Authentics/Ripken Baseball, Inc. and the Miracle of Life Foundation.
- Successfully assess client's needs with in-depth knowledge of marketplace and technology.
- Effectively create and maintain websites, branding and promotion design for well-known local restaurants and pubs including The Basin Pub, The Pittsford Pub and Grille, Mulconry's Irish Pub, The Winfield Grill and TK's Pizzeria.

2001-2006 **Project Manager**

SavingLots.com

- Sole designer for all graphic and website designs as well as e-commerce ads and product entry for over 50,000 products.
- Assisted with sales and customer service duties in a knowledgeable and courteous manner.
- Excelled as an operating partner which saw sales rise from \$1000 to \$1 million in 12 months.
- Incorporated real-time online inventory that has grown from 150 to 75,000 products.
- Expedited a successful front-end E-commerce site using design tools such as Photoshop, Illustrator, Dreamweaver and Fireworks.

1999-2001 **Graphic Designer and Web Producer**

Empire Solutions Inc

- Produced creative websites for projects while overseeing and maintaining the progression of past projects such as Off Road Industries, Xerographic Solutions and other local businesses.
- Supported over 100 clients with conceptualizations of websites and/or print needs, bringing cohesiveness to their vision and to the design of marketing materials.

Education

Finger Lakes Community College

- Associate's of Applied Arts and Sciences, Graphic Design (Minor in Photography)

Nazareth College

- Coursework, Advanced Adobe Photoshop, Advanced Adobe Illustrator

