

Amanda K. Sherman

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PROFESSIONAL SUMMARY

Creative and versatile digital designer with 3+ years of experience in website management, brand storytelling, and UI/UX Design. Proven track record in SEO optimization, social media marketing, and responsive web development. Skilled in multimedia production, content strategy, and cross-functional collaboration to deliver data-driven marketing campaigns that increase engagement and brand visibility.

SKILLS

- **Content Strategy & Planning:** WordPress site administration, plugin management, content publishing, keyword research, on-page/off-page SEO, and analytics tracking (Google Analytics, Yoast SEO) to drive organic traffic growth.
- **Social Media Marketing:** Campaign strategy, audience targeting, and performance tracking for LinkedIn, Instagram, and Facebook; experience with content calendars.
- **Multimedia Design and Production:** Photography, video editing, and motion graphics using Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro); brand-aligned creative asset development.
- **Web Development & Accessibility:** HTML5, CSS3, JavaScript, responsive design, UI/UX best practices, wireframing, prototyping, and ADA/WCAG accessibility compliance.

WORK EXPERIENCE

Multimedia Designer, Lakeside Gardens — Portland, OR

Sep 2024–Present

- Designed and produced SEO-optimized visual content for website and social media, increasing social engagement by 45%.
- Implemented mobile-first UI enhancements across landing pages, reducing bounce rate by 18% and improving page load speed by 35%.
- Led a homepage redesign project, applying UI/UX best practices to streamline navigation and boost user engagement by 30%.

UI Developer (Digital Designer), Silvertrek Systems — Battle Ground, WA

May 2023–July 2024

- Planned and executed B2B LinkedIn marketing campaigns (8 posts/month), achieving a 50% increase in company followers and improved brand authority.
- Supported a multi-channel brand refresh, producing digital and print assets to ensure consistent visual identity across platforms.
- Created marketing graphics, infographics, and presentation materials following brand guidelines, enhancing sales enablement resources.

Web Designer/Developer, City Ranked Media — Vancouver, WA

Dec 2022–Mar 2023

- Developed 20+ ADA-compliant WordPress websites (WCAG 2.1), resulting in a 25% increase in organic traffic and higher search engine rankings.
- Collaborated with content writers to produce SEO-friendly website copy aligned with client tone and brand voice.

EDUCATION

Bachelor of Science: Accounting, Metropolitan State University of Denver (2017)