



Amedea Tassinari

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> Education:

University of California, Santa Barbara

Major: *B.A Communication*

Minor: *Professional Writing - Multimedia Track*

Studied abroad in Florence, Italy

Fall 2011 - June 2015

GPA: 3.37

Fall 2013

> Relevant Experience:

Creative Student Manager

UCSB Recreational Sports Marketing Team

June 2013 - Present

- Managed a team of 13 creative designers, videographers, and photographers.
- Delegated, edited, and approved everything produced by the team.
- Designed for print and digital mediums.
- Managed the creative team's \$35,000 budget.
- Developed and enhanced the brand through the use of marketing strategies and theories.

Brand Intern, ESPN

72andSunny LA

June 2014 - August 2014

- Organized, designed, and provided assistance for several accounts with the ESPN client.
- Assisted with strategy and production for other brands including Google, Truth/Legacy, and Starbucks.

Creative Director

Chi5 Advertising Agency - Comm 136

March 2014 - June 2014

- Designed all marketing materials for the agency and the startup client, Next Mover.
- Created the Chi5 brand from the ground up; enhanced the existing brand of the client.
- Conducted primary and secondary research on Next Mover and the industry to develop a situational analysis, Media Buy Plan, and Creative Plan within an \$11,000 budget.

Creative Designer

UCSB Recreational Sports Marketing Team

October 2011 - June 2013

- Designed logos, posters, brochures, and other materials for print and digital mediums.
- Worked with team to brainstorm and develop marketing strategies for all campaigns.
- Reported to Creative Student Manager and assisted with brand development.

Recruitment Marketing Intern

UCSB Baseball Team - Sept. 2012 - Feb. 2013

- Designed and compiled a brochure, mailer, and series of email blasts.
- Maintained a database of potential recruits.
- Learned and followed recruiting rules for a NCAA Division 1 collegiate team.

>What I'm Good At:

skill level: basic — expert

Graphic Design ● ● ● ● ●
Adobe Illustrator, InDesign, Photoshop

Social Media ● ● ● ● ○
Facebook, Twitter, Instagram, Wordpress, LinkedIn, Pintrest

Web Design ● ● ● ○ ○
HTML, CSS, Javascript

> Awards & Recognition:

Dean's Honors - UCSB, Fall 2013

Chad Briner Memorial Student Leadership

Award - Rec Sports, Spring 2014

Most Creative - Rec Sports, June 2012