

Amber Kipp

Portfolio / www.kipp.gallery

kipp.creations@gmail.com

616.278.4921

Alchemy Hour Purchasing / SEO Expert

January 2020

- Implemented optimization strategy to increase search engine results rankings. Researched & Identified SEO keywords to maximize traffic. Continued search ranking checks, improvements & learning/updating for new search algorithms
- Developed & integrated content marketing strategies to encourage external engagement that linked back to product/organization

Stark Vacation Rentals / Web Designer

June 2019

- Starkvacationrentals.com
- Built website from the ground up. Including two informative local guides for guests to access when looking for ideas/recommendations
- Branding - logotype, icon, & strapline

Wolf Pizza / Branding & Creative Director

August 2016 - January 2019

- Worked closely with the owners to develop & create a brand identity that was as unique and fun while also reflecting the customer's values/interests in an authentic way.
- Designed all branding assets, full web design (**wolf.pizza**) & developed comprehensive brand identity guide to ensure their company identity was consistent across all social media outlets, print advertisements, & any future content

Freelance / Designer

2009 - Present

- Logos, movie posters, presentations, web design, largescale print banners, social media imagery, advertising campaigns, photography, direct/shoot/edit promotional videos
- Noteworthy clients include **Lil Bub, Adult Swim, ETC (Machinima), and Norman Reedus.**

About

Left-handed
Born in Key West, FL
Film Buff

Skills

SEO
Illustration
Advertising
UI/UX Design
Logos & Branding
Web Design/Coding
Social Media Strategy
Video Production
Video Colorgrading & Editing
Photography & Retouching
Print Design & Packaging
Art Direction

Tools

Photoshop
Illustrator
InDesign
Premiere
Final Cut Pro
HTML/CSS
Javascript
Lightroom

Soft Skills

Multifarious
Collaborative
Empathetic
Dependable
Self-motivating
Active Listener

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Brenden Stark / 616.617.2665

brendenstark@outlook.com

Stark Real Estate / Stark Vacation Rentals
Owner

- Longterm Freelance Client

David Haddad / 774.228.1226

david@wolf.pizza

Wolf Pizza
Owner

- Long-term Freelance Client

Jon Reibel / 616.566.4363

jon@alchemyhourpurchasing.com

Alchemy Hour Purchasing
Owner

- Freelance SEO client

Nick Floyd / 850.896.0252

nicholas.floyd@cbsinteractive.com

CBS Interactive
Video Editor/Producer

- Long-term Freelance Client

Adam Watts / 616.655.9028

agreenwatts@gmail.com

SpartanNash
Research & Development

- Former Employer (non-creative job)