



# Amie Boothe | Freelance Web Design & Consulting

443.949.0439 amie@teahousecreatives.com 3116B Munz Drive, Annapolis, MD 21403

Experienced web and graphic designer with *more than six years* of successful working relationships with advertising and communications firms, non-profits, and corporations.

## SUMMARY

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- Creative, solutions-driven innovator
- Skilled manager of multiple projects in a deadline-oriented environment
- Expertise in development of web and email marketing campaigns and branded web interfaces
- Strong communicator able to build relationships with clients
- Team player capable of collaborating with multiple departments on multiple projects

## RECENT ACCOMPLISHMENTS

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### **Whitmore Group**

**OVERVIEW:** Designed, programmed, and supported the launch of an entirely new web site. Developed banners and icons, and coordinated with the internal IT team to ensure a successful web site launch.

### **National Rural Electric Cooperative**

**OVERVIEW:** Designed and produce email templates and web interfaces in addition to other marketing initiative and web campaigns. Was involved with the planning, launch, execution, and post analysis for several projects that were delivered on time and on budget. Received an award for the "Best Electronic Newsletter 2006" for the Atlanta chapter design by the National Electric Cooperative for an effort that was part of a re-branding campaign.

### **Recreational Boating and Fishing Foundation (RBFF)**

**OVERVIEW:** Designed e-marketing templates promotion the "Take Me Fishing: campaign to retailers, fishing advocates, and other RBFF supporters.

### **Council of Insurance Agents and Brokers (CIAB)**

**OVERVIEW:** Designed and supported the successful launch of an e-publication, Council Edge. This lead to additional work, illustrating and designing a library of icons, buttons, and web banners that are used for their e-marketing templates and website.

### **Farr Yacht Sales**

**OVERVIEW:** Designed and directed a team of programmers for the web site development which included Flash, PHP, and CSS, and continue to offer programming support.

### **Beaconfire Consulting**

**OVERVIEW:** Ongoing strategic, web-based fundraising efforts requiring design of the web site, banners, email templates, landing pages and web icons for a successful international non-profit account.



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## EXPERIENCE

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Freelance Web and Graphic Designer  
June 2001-present

Graphic Designer, Web and E-mail Marketing Consultant  
Whitmore Group, Annapolis, Maryland, July 2008-present

Creative Director and Graphic Designer  
Commpartners, LLC, Columbia, Maryland, March 2004-April 2007

Marketing Director and Graphic Designer  
Caruso Designs, Inc., Crofton, Maryland, March 2003-March 2004

## TECHNOLOGY

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In Design, Adobe Illustrator, Photoshop, Fireworks, Dream weaver, HTML, and CSS

## EDUCATION

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**Maryland Institute College of Art, Baltimore, MD**  
Certificate in Graphic Design and Digital Art

**College of Charleston, Charleston, SC**  
B.A., Art Management with minor in Fine Art and Art History