

Amy Sledge

FREELANCE DESIGNER/ART DIRECTOR

Orlando, FL

I am a highly motivated, versatile designer with over 20 years experience in print and digital design. My specialties include creating menus, logos, magazines, and social media campaigns. I expertly manage the complete design process, from conceptualization to delivery. I have exceptional interpersonal skills with team members and subordinates. Maintaining composure and staying focused under tight deadlines are strengths of mine. In every design solution, I aim to exceed my client's expectations.

Experience

Freelance Art Director and Designer

Sledge Design

Provide clients with design, branding, marketing collateral, copy writing, print advertising and digital campaigns. Awarded annual repeat business from numerous department directors and marketing professionals.

Clients: Darden Restaurants, Seasons 52, Red Lobster, Olive Garden, Smokey Bones, Bahama Breeze, Becoming Magazine, Windermere Cay, Nied Capital, MMI Development, BTC Revolutions

Orlando, FL
Jan 1997 - Present

Contract Art Director

BTC Revolutions

Provide social media creative and activation ideation for all clients.

Clients: Applebees, Jamba Juice, Cinnabon, Carvel, Share Our Strength, AAFP

Washington D.C.
Apr 2015 - Present

Senior Graphic Designer

Orlando, FL
Feb 2008 - May 2014

Darden

Handled all phases of creative process from concept to final product. Managed projects with the triple constraint of cost, time and scope in mind. Developed and maintained strong relationships with key marketing personnel.

Clients: Darden Restaurants, Seasons 52, Red Lobster, Olive Garden, LongHorn Steakhouse, Bahama Breeze, The Capital Grille

Senior Art Director

Orlando, FL
Jul 1996 - Jul 1997

G & G Creative Marketing

Managed all aspects of design projects and provided art direction to contractors.

Clients: Red Lobster, Olive Garden, Gold Leaf Technologies, Harris Publishing, Castillo del Mar Resort

Graphic Designer

Orlando, FL
Sep 1994 - Jul 1996

Success by Design

Developed original creative from concept to print. Gained new clients through self promotion and portfolio presentations.

Clients: Red Lobster, Olive Garden, South Lake Ford, The Bubble Room, Harcourt

Education

Bachelor of Science, Advertising. Cum Laude

Tallahassee, FL
Aug 1988 - May 1992

Florida State University

4 year Academic Scholarship Recipient
Panhellenic Public Relations Director
Florida Flambeau Intern

Awards

PRINT Magazine Regional Design Annual (Red Lobster
National Menu)

Darden Brilliance Award
