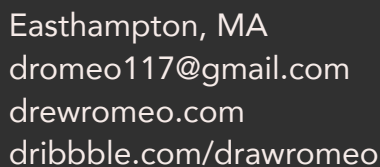


Graphic Designer & Illustrator

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Amy Silva
Senior Creative Manager
Newell Brands | Home Fragrance
ph.(978) 502.9929

Creative Manager
Newell Brands | Outdoor
ph.(973) 879.5294

2007–2009 || Bachelor of Fine Arts in Graphic Design
Maine College of Art || Portland, ME

2004–2006 || Associate Degree in Graphic Design
Holyoke Community College || Holyoke, MA

Present || Owner & Teacher
Printed Mass || Easthampton, MA

01. Manage an artist store front where 30+ local artist and makers sell their goods
02. Design and screen print for custom apparel and flat stock posters
03. Teach screen printing workshops

Newell Brands Outdoor & Recreation Division || Deerfield, MA

- 01.Worked on Marmot, Coleman & ExOfficio brands
- 02.Rebuilt and helped redesign the Marmot brand process and asset library
- 03.Created emails, social ads, and website assets for all 3 brands
- 04.Executed daily creative needs under tight deadlines in collaboration with copywriters and brand marketing partners
- 05.Managed design projects with the junior designers

Newell Brands Home Fragrance Division || Deerfield, MA

- 01.Worked on Yankee Candle, Woodwick & Chesapeake Bay Candle Brands
- 02.Managed the process for coding the marketing emails and website updates
- 03.Assisted the Creative Director in overseeing the team's design executions

2014–2021 || Email Marketing & Web Graphic Designer
The Yankee Candle Co. || Deerfield, MA

- 01.Grew the email and website process as well as the design execution process
- 02.Helped build 3 different website platforms
- 03.Create emails, social ads, and website assets for all 3 brands
- 04.Executed daily creative needs under tight deadlines in collaboration with copywriters and e-commerce partners

2013–2014 || Digital Production || Graphic Designer
American Color Labs || Austin, TX

- 01.File setup for print
- 02.Operated various large format printers
- 03.Occasional designing and editing for clients