

education



BFA



MLS

Master of Liberal Studies, Concentration in Art, Literature, and Culture
June 2016, University of Denver, Denver, CO

Bachelor of Fine Arts, Concentration in Graphic Design
Minor in Business Administration and Art History
May 2009, Colorado State University, Fort Collins, CO

skills

Experienced in ActionScript 3.0, HTML, XML, CSS, JavaScript, Website Design and Maintenance
Microsoft Office, MBS Systems, FileMaker Pro, Convio, Rasiers Edge, Schoolwires, Blackboard
Adobe Photoshop, Illustrator, InDesign, Dreamweaver, After Effects, Flash, Lightroom,
Premiere Pro and Final Cut
Constant Contact, Wordpress, Google Analytics, Social Media Marketing, Blogging
Photography, Digital and Print Design
Digital, Group, and One-on-One Training

experience

Assistant Director of Communications

Westminster Public Schools (Formerly Adams County School District 50), Westminster, CO
September 2012 - Present

- Work with Communications team to rebrand school district with new logo, colors, website, marketing materials, mobile app, and more
- Work with team to develop traditional and online marketing strategies for district as well as individual schools
- Manage, maintain, and update school district app
- Work with Technology team with data integration in communication tools
- Act as spokesperson for school district to local press in difficult situations
- Aid Chief Communications Officer in CORA / Open Records Requests
- Present new communications technologies to Superintendent and Board of Education
- Plan, create, and conduct training for staff across the school district
- Involved in interviewing and hiring process for the Communications department
- Continue to maintain duties of Web Content Manager

Web Content Manager (Promoted to Assistant Director of Communications)

- Manage, maintain, and design District 50 and individual school websites
- Social Media Marketing for entire district including all schools
- Work with Chief Communications Officer in writing and organizing semimonthly newsletter
- Develop digital and print marketing materials
- Take photos and create videos for district websites and newsletter
- Organize and aid in planning special events within district
- Utilize Blackboard Connect to send out alerts to parents, students, and staff
- Write, produce, and / or edit videos for use in marketing and public relations

experience *(continued)*

Director of e-Marketing and Web Technology
The Adoption Exchange, Aurora, CO
May 2011- September 2012

- Manage website for all offices of The Adoption Exchange including posting classes, registration, as well as fundraising events, donation forms, and content as requested
- Supervise the Data Department & work closely with data connection between Convio and Raisers Edge databases
- Design fundraising materials including brochures, postcards, emails, and webpages
- Propose, execute, and evaluate online marketing campaigns and strategies
- Create and manage Web and Data Department budgets
- Report, analyze, and set goals for online traffic using Google Analytics
- Manage all online transactions and create online financial reports monthly
- Manage and maintain Executive Director's blog using Wordpress
- Assist in creating graphics and online media for nationwide telethon

Graphic / Web Designer / Marketing
Freelance and Contract
July 2010 - May 2011

- Design and implemented branding and marketing strategies
- Design logos, brochures, business cards, and other marketing materials for use both digitally and in print
- Design, build, and maintain websites utilizing Adobe Creative Suite, CSS, XML, and Flash
- Build multimedia for websites including videos and audio playlists

Web Administrator / Web Designer
National Center for Craftsmanship, Fort Collins, CO
June 2009 - November 2010

- Administrator for websites: www.craftsmanshipnet.org / www.nccraftsmanship.org
- Support Web Developer with changes in complex PHP site using Drupal
- Create marketing materials including email marketing

eCommerce Merchandise Coordinator, Marketing Designer
Colorado State University Bookstore, Fort Collins, CO
2002 - 2009

- Maintain the CSU Bookstore's online catalog: www.bookstore.colostate.edu
- Photograph and digitally edit images of merchandise
- Design promotional signs, ads, and displays

accomplishments

Winner of *Colorado School Public Relations Association (COSPR)* Award of Excellence in photography, web design, and print design in 2012, 2013, and 2014

Published poet

Fine Artist and Photographer



amethyst
van loucks

amethystvanloucks@gmail.com DesignByAmethyst.com