

AMY CATHERINE BENNETT COATS

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EDUCATION

BFA in Advertising Design, 2003 - 2006

Atlanta College of Art/Savannah College of Art and Design
Atlanta, GA

Communication Design Major, 2002 – 2003

Western Carolina University
Cullowhee, NC

EXPERIENCE

Project Manager, *BFG Communications*, Hilton Head Island, SC 2012-2014

- Managed a team of Project Coordinators on a multi-million dollar annual programs for Fortune 500 clients
- Budgeted multi-million dollar interactive budgets
- Managed websites, display ads, SEM, email, software development and social media projects.
- Coordinated projects across UX, Creative, Development, QA, IT, and Account teams
- Managed the full lifecycle of projects from requirements through launch and post launch maintenance.
- Documented issues and insure timely resolution
- Managed resources across multiple departments and teams

Interactive Project Manager, *Rawle Murdy Associates*, Charleston, SC 2010-2012

- Project Management for a wide range of interactive projects
- Designed, developed, and trafficked websites, display ads, and CRM
- Handled request for proposal (RFP) process, vetting, and management of vendors
- Developed SOWs (Statement of Works) & IAs (Information Architectures)

Art Director, *Wild Dunes Resort*, Isle of Palms, SC 2010

- Designed and Produced promotional materials
- Audited online user experience (UX) in preparation for site redesign
- Worked with vendors to quote and produce print materials

Art Director and Project Manager, *SC Ventures (Carolina Media Services)*, Charleston, SC 2007– 2010

- Designed and produced over 140+ online magazines
- Produced advertising campaigns nationwide
- Managed, designed and produced websites & email campaigns for clients across South Carolina

Production Manager, *Davis Advertising*, Charleston, SC 2009

- Managed “traditional” print & web development projects
- Coordinated RFP (request for proposal) process and projects with wide range of vendors

Art Director and Project Manager, *Jim Smith & Associates, Realtors*, Spartanburg, SC, 2007

- Designed and updated websites and digital campaigns
- Managed vendor estimating and delivery

SKILLS/AWARDS

- Expert in Project Management, Project Planning, Estimating for multi-million dollar budgets, Agile Project Management, Doubleclick for Advertisers (DFA), Project Scoping, Release Management, Jira, Adobe Creative Suite, RFP processes and vendor management, Basecamp, Microsoft Project, eCRM, & Microsoft Visio

PAST CLIENTS INCLUDE

- American Society for the Prevention of Cruelty to Animals (ASPCA)
- Ace Hardware
- Beneteau USA
- Carnival Cruise Lines
- Cheeseburger in Paradise
- City of Charleston
- City of North Charleston
- The Coca-Cola Company
 - » illy
 - » Mello Yello
- Destination Hotels and Resorts (DH&R):
 - » Royal Palms Resort & Spa
 - » Sunriver Resort
 - » Wild Dunes Resort
- eSite
- Gaillard Center and Gaillard Foundation
- Campari America
 - » Espolón
- Hammock Coast (Georgetown Country Tourism)
- House of Blues
- Johnson Controls
- KA-BAR
- King Charles Inn
- Kids II
- Lucky Hooker Fishing
- MUSC Health
- Meadwestvaco (MWV)
 - » Cabin Bluff Cumberland River Retreat
 - » East Edisto
 - » MWV Land Sales

- Work featured on Communication Arts site
 - Adobe Acrobat X Certified Expert
 - 2011 Bronze Addy Award: eSite Website
 - 2011 Gold Addy: Cabin Bluff Website
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- Patriots Point Naval and Maritime Museum
 - Piggly Wiggly
 - Reynolds American, Inc
 - » Camel
 - » Grizzly
 - » Pall Mall
 - » Santa Fe Natural Tobacco Company
 - » Natural American Spirits (NASCIQS)
 - » SNUS
 - Snyder's-Lance Inc.
 - » Snyder's Lance Corporate
 - » Archway Cookies
 - » Cape Cod Potato Chips
 - » Lance Crackers; Quitos
 - South Carolina Parks Recreation and Tourism (SCPRT)
 - South Carolina Ports Authority:
 - » The Port of Charleston
 - Strategic Insurance Agency Alliance (SIAA)
 - Treasury Wine Estates
 - » Be. Winery
 - » Chateau St. Jean
 - » Greg Norman Estates
 - Virgil Kaine
 - » Lemonic
 - » Virgil Kaine Bourbon and Ginger
 - » Virgil Kaine Robber Baron Rye
 - » Virgil Kaine High Rye
 - Whirlpool
 - » Everydrop
 - » Affresh