

# AMANDA FULDA CREATIVE DIRECTOR

AmandaFulda.com

## PROFICIENT

- Photoshop
- Illustrator
- InDesign
- After Effects
- Premiere Pro
- Cinema 4D
- Word
- Excel
- PowerPoint

## LEARNING

- Unreal Engine 4.26

## KEY SKILLS

- Creative Direction
- Project Management
- Creative Strategy
- Management
- Strategic Planning
- Communication
- Storytelling
- Graphic Design

## PROFESSIONALLY TRAINED

- Graphic Design
- Motion Graphics
- Video Production
- Multimedia Design
- Event Production (Live & Virtual)
- 3D Projection Mapping
- Media Server Integration
- AR & VR

## EDUCATION

BELMONT UNIVERSITY

- Majored in Graphic Design

## AWARDS

LASSO 2020

- Top Women in Events

BIZBASH 2017

- Best Event Entertainment Act, LiveWorx Technology Conference

## PROFESSIONAL SUMMARY

Driven by a passion for blending art and technology into unique experiences, Amanda is an innovative and accomplished creative director with 10 years experience in entertainment and event production. A strong creative strategist and problem solver with a critical eye for detail and a desire for top quality results. A self starter, highly motivated and collaborator with a thorough understanding of big picture objectives in order to create high level content on a consistent basis.

## EXPERIENCE

JUNE 2014 - NOV 2020

Executive Creative Director | Ovation Events | Nashville, TN

- Executive Creative Director responsible for delivering outstanding creative solutions to all live and virtual event clients.
- Led teams of creative and event professionals from concept to execution of all show deliverables including set design, opening experiences, graphic packages, keynote presentations, digital signage, interactive installs, etc.
- Ensured all deliverables were on time and within budget
- Ensured on-site execution maintained the overall visual integrity of the client's brand and messaging. Collaborated with the on-site crew to execute creative vision of the show.
- Work with the leadership team to implement marketing materials for Ovation to help increase brand awareness and generate leads.
- Established the design and creative strategy for client pitches and proposals.

JUNE 2011 - JUNE 2014

Creative Director | Rabbit Hole Creative | Nashville, TN

- Creative Director of multimedia creative studio specializing in projection mapping, creative technologies and immersive activations.
- Provided unique creative solutions for top brands such as Hyundai, Walmart, Burger King, Telemundo, Cirque du Soleil and more.
- Managed team of developers, animators, designers, editors, copywriters, and audio designers.