



AMY MARIKO MURAMOTO

CONTACT

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EDUCATION

University of Kansas | William Allen
White School of Journalism
Bachelor of Science in Journalism |
emphasis in strategic communication
and visual design

CONTINUING ED

Karsh & Hagan Course in Copywriting |
Denver, CO
June 2013

SKILLS

Graphic Design
(Adobe Creative Suite: Photoshop,
Illustrator, InDesign)
Campaign Planning & Management
Branding and Identity Development
Digital and Print Marketing
Strategic Marketing
Team Collaboration
Market Research
Project Management

EXPERIENCE

MARKETING MANAGER | Stratford Clinic Greenwood Village, CO | 2022-Present

- Played a key role in developing customer-facing communications and marketing plans, demonstrating strong strategic thinking and analytical skills to inform strategies and plans
- Managed multiple projects simultaneously, ensuring attention to detail and meeting deadlines effectively
- Directed the creation of marketing collateral while overseeing full approval processes
- Developed overall marketing strategy, creation and implementation of all content

SR. GRAPHIC DESIGNER & CONTENT CREATOR | BioTRUST Nutrition & TrustBO Golden, CO | December 2018 - December 2022

- Fostered cross-functional collaboration to develop impactful marketing campaigns that resonated with target audiences, driving notable conversion rates and ensuring brand consistency
- Orchestrated overall re-branding strategy by renovating brand identity, standards, print materials, infographics, iconography, website design and 23 packaging designs
- Identified inconsistencies and opportunities for improvement within the creative process, implementing changes to optimize efficiency and quality
- Shot, edited and produced photo and video content for website and social channels
- Facilitated clear communication of objectives with diverse cross-functional teams, cultivating strong working relationships
- Conducted meetings to convey project updates to product managers, designers, marketing channel owners, and other team members, fostering smooth collaboration
- Conceptualized, executed, and iterated on compositions for deployment across digital marketing channels, consistently meeting marketing objectives

GRAPHIC DESIGNER | Freelance June 2017 - January 2018

- Designed logos and brand assets for 14 local start-up companies
- Collaborated with clients to develop strategic marketing strategies and campaigns
- Cultivated branding elements including iconography, infographics, slide presentations, digital ads, print ads and brand style guidelines

SR. GRAPHIC DESIGNER & CAMPAIGN MANAGER | PIN Business Network Denver, CO | November 2015 - August 2017

- Collaborated cross-functionally to create compelling marketing campaigns that effectively resonated with target audiences, driving conversion rates and ensuring consistency in brand voice
- Design lead for 17 client campaign strategies, design and execution including ads for programmatic, social, and web landing pages, contributing to A/B testing initiatives
- Utilized marketing analytics tools to measure and evaluate campaign performance, optimizing strategies for future initiatives
- Lead presentations for stakeholders on large-scale project updates and initiatives
- Lead cross-functional teams, including content creators, social media specialists, and advertising professionals, to ensure campaign success

MARKETING COORDINATOR | Mika Yoga Wear Denver, CO | October 2013 - November 2015

- Supported seasonal color development across apparel lines, collaborating closely with owner to align with aesthetic vision.
- Spearheaded product launches and re-branding efforts, successfully increasing market share and customer loyalty
- Developed and maintained relationships with key industry partners, securing strategic collaborations and sponsorships