

AMY E. ACHESON
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Professional Skills

- Knowledge of project management, writing, design and print
- Macintosh skills including: InDesign, Illustrator & Photoshop

Work Experience

Acheson Creative, Northfield, MN

January 2001 – Present

Freelancer

- Write, design, print and coordinate mail for a variety of communication pieces
- Create logos/identity for business cards, letterhead and envelopes
- Write magazine articles for various publications
- Promote band for CD release party and created/designed press pack for distribution to local media

American Express Financial Advisors, Minneapolis, MN

August 1997 – July 2000

Communications Consultant

- Developed communication strategies and tactics for assigned areas of company
- Executed communications tactics (e.g. write articles for advisor newsletters)
- Edited copy and ensured corporate style was included

Production Coordinator

- Coordinated and trafficked projects through concept, design and print production
- Created campaign production schedules, estimate projects and work within budgets
- Created Access database to enter and track print quotes

Deluxe Corporation, St. Paul, MN

September 1995 – May 1997

Traffic Specialist

- Managed jobs sent through Advertising Department
- Communicated daily with clients regarding job status
- Calculated estimates and cost reports, created timelines and ensured key due dates were met

Nygaard & Associates, Minneapolis, MN

August 1994 – September 1995

Account Coordinator

- Assisted in sales and account management effort at ad agency
- Coordinated projects and tracked progression of details
- Provided written communication of client schedules, budgets, and contracts

Minnesota Monthly, Minneapolis, MN

May 1994 – June 1994

Public Relations/Promotions Intern

- Wrote editorials by conducting interviews and gathering research
- Conceptualized and created promotional pieces and press releases

The People's Press, Owatonna, MN

June 1993 – September 1993

Ad Designer and Writer

- Wrote feature story
- Created and corrected advertisements as well as layout newspaper

College

Minnesota State University - Mankato

1991 – 1994

BS, Mass Communications, Major in Public Relations

Minor in Speech Communications

Rochester Community College, Undergraduate studies

1990 – 1991