

Amy Lewis

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Seasoned management professional with grant and copy writing skills, brand and campaign management expertise, direct communications, network marketing, and leadership experience.

Executive Manager † Grant & Copy Writer † Brand Strategist

Summary of Qualifications

- 3.5 years sole manager of education focused nonprofit, reporting to a board of directors, includes board and committee management, event organization and all business and program management
- 8+ years as a successful freelance copywriter, content manager, photography art director and stylist
- 10+ years of successful advertising agency experience managing accounts in health care, community development, real estate, political affairs, post secondary and P-12 education
- 5+ years content strategy and online lead generation for higher education admissions enrollment
- Skilled at managing several projects/programs at a time, coordinating production teams and vendors
- Extensive experience in concept, management and direction for all aspects of advertising and marketing campaigns with \$150K - 300K+ budgets
- 15+ years directing production teams on brand consistency within campaigns and collateral
- Background in layout design and type treatments with a focus on brand consistency
- Proficient in InDesign, Photoshop, WordPress, Microsoft Office, DonorTools, NationBuilder, and email marketing platforms Emma and Mail Chimp; can easily adapt to most online platforms
- 4+ years of luxury direct mail catalogue art direction expertise managing half-million dollar budgets, travel and expenses for photographers, stylists, and models in studio and on location

Select Career Achievements † Abilities

Executive Management, Brand Strategy † Marketing

- 2020, successfully led large scale fundraising event content direction to evolve with current trends resulting in 27.7% revenue increase and 17% attendance increase over previous year
- 2018, successfully led the venue transition of large scale nonprofit fundraising event to grow capacity resulting in 34% revenue increase and 22% attendance increase over previous year
- Communications lead in the launch of a new technology brand in 2008, i3logix in Denver, Colorado including four subsidiaries: i3results, i3screen, i3ballot and i3output
- Brand/content messaging strategist, and project manager for i3results, a lead generation and online marketing company serving nonprofit, higher education clients nationwide
- Lead concept, copywriter, brand development and positioning for several Vail Resorts Development Company luxury real estate projects from 2005-2008 with marketing budgets ranging from \$150K-300K+ resulting in significant ROI for residential and commercial products including Gore Creek Place, Lodge at Vail Chalets and One Ski Hill Place in Breckenridge
- Launched a successful marketing and PR campaign promoting the combined effort of Vail Resorts and the Town of Vail's 5-year improvement and redevelopment plan: Vail's New Dawn (2005-06)

Marketing † Advertising

- Direct and manage fundraising event advertising and marketing promotions
- Direct communications for grassroots campaigns including messaging and management
- Solid background preparing proposals and answering RFP's
- Develop and maintain vendor relationships in print, fulfillment, multi-media and online vendors

Copywriting † Editing

- Grant writing for nonprofit programs
- Extensive experience writing direct mail, brochures, websites, direct communications, electronic media, POP, press releases, and scripts for both radio and TV
- Writing, editing, story and content consultant for private organizations both regional and national
- Managing editor of the Beaver Creek Magazine and brand strategist for the publication's re-branding in 2004 and 2005

Art Direction † Photo Styling

- Photo stylist for Kevin Syms Photography, Sun Valley, Idaho shooting the Broadmoor Hotel, Colorado Springs and Cheyenne Mountain Resort, Colorado Springs: hotel rooms, suites, restaurants, meeting and reception venues
- Launched a new floor covering brand for the Smith+Noble catalogue company in addition to art directing and merchandising all of the window treatment catalogues
- Art directed and managed photography teams in New York, Miami, Dallas, Southern California and Colorado working on Neiman Marcus by mail apparel catalogues, Horchow Home, Horchow Cooks' Collection, Horchow Collection, Smith+Noble, and Vail/Beaver Creek catalogues
- Strong conceptual, location and set design skills for product, resort, and publication photography

Experience

Owner Lewis Creative Resources, LLC	August 2007 to Present Vail, CO
Executive Director Education Foundation of Eagle County	July 2016 to March 2020 Avon, CO
Senior Copywriter † VP Account Services Spark Creative Advertising Agency	November 2006 to April 2008 Avon, CO
Client Services Supervisor Tomsheehan Worldwide	March through October 2006 Reading, PA
Account Services Manager † Copywriter Spark Creative Advertising Agency	January 2002 to March 2006 Avon, CO
Photography Art Director Smith+Noble	November 2000 to October 2001 Corona, CA
Graphic Artist † Assistant Art Director † Art Director Neiman Marcus Direct	June 1993 to September 1999 Dallas, TX

Education † Certifications

Bachelor of Science in Journalism/Advertising | University of North Texas, Denton, TX
Certification in Nonprofit Management | Duke University, Chapel Hill, NC

Personal Attributes

Professional † Creative † Strong Initiative † Open-minded † Collaborative † Intuitive
Proficient in multiple online platforms for communications, donor † event management
Writing samples and portfolio available upon request.