

# Amber Wheeler

Sequim, WA  
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## CORE SKILLS

### Design

Adobe Creative Suite,  
Branding, Print Design

### Web

WordPress, CMS, Landing  
Pages, HTML/CSS

### Marketing

Email, Social Media,  
Campaigns

### Analytics

Google Analytics, SEO,  
PPC

### Media

Video Editing, OBS/  
Streaming

### Tools

CRM Systems, Mailchimp

## EDUCATION

Port Angeles High School

## CERTIFICATIONS

TikTok Marketing &  
Content Strategy (Rachel  
Pedersen Internship)

## SUMMARY

Graphic Designer and Web Administrator with 8+ years of experience creating digital and print assets, managing websites, and executing brand-driven campaigns. Skilled in WordPress, visual storytelling, and multi-channel marketing, with a strong focus on user experience, analytics, and brand consistency. Passionate about gaming communities and leveraging design to drive engagement and impact.

## EXPERIENCE

### Office Manager & Marketing Coordinator

*RE/MAX Evergreen | 2024 – Present*

- Designed digital and print marketing assets including social graphics, email campaigns, and brochures.
- Managed and updated website content to improve usability and brand consistency.
- Executed multi-channel marketing campaigns across social, email, and print platforms.
- Tracked performance metrics and optimized campaigns for engagement and ROI.
- Coordinated event materials including signage and promotional assets.

### Content Creator & Digital Media Producer

*Independent | Ongoing*

- Developed full visual brand identity including overlays, graphics, and promotional assets.
- Produced live broadcasts and edited video content for multi-platform distribution.
- Built and engaged an online community through content and social media strategy.
- **Led fundraising campaigns with Stack Up, raising \$21K+ (\$2.2K → \$6.6K → \$13K).**

### Marketing Specialist

*Pacific Creative Studio | 2020 – 2025*

- Designed branding systems including logos and visual identity packages.

- Built and maintained WordPress websites and high-converting landing pages.
- Created marketing funnels and digital campaigns to improve customer conversions.
- Applied SEO and analytics insights to increase organic traffic and performance.

### **Marketing Administrator**

*Jace Real Estate | 2018 – 2020*

- Designed ads, flyers, and marketing materials for diverse campaigns.
- Executed advertising strategies across print and digital platforms.
- Maintained brand consistency across communications.

### **Communications Specialist**

*Episcopal Retirement Communities | 2015 – 2017*

- Designed newsletters, brochures, and marketing collateral.
- Maintained and updated three websites.
- Supported rebranding efforts and fundraising initiatives.