

AMANDA MAY

PROJECT COORDINATION | CREATIVE OPERATIONS | MARKETING COMMUNICATIONS

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PROFESSIONAL SUMMARY

Project coordination and creative operations professional with 12+ years of experience guiding marketing, communications, production and business initiatives across B2B and B2C environments. Skilled at moving work from intake and planning through production and delivery while aligning stakeholders, managing deadlines and building repeatable workflows. Combines operational judgment with hands-on expertise in client communication, content, design and brand execution.

CORE CAPABILITIES

Project and Workflow Coordination | Creative and Marketing Operations | Client and Stakeholder Communication | Cross-Functional Collaboration | Scheduling and Deadline Management | Process and Template Development | Vendor and Event Coordination | Presentations and Professional Communications

PROFESSIONAL EXPERIENCE

Creative Operations and Marketing Coordinator | GDHI Marketing | Aug 2017 – Aug 2025

Progressed from Lead Graphic Designer | Denver, Colorado | Remote and hybrid

- Advanced from design leadership into coordinating overlapping B2B and B2C projects across print, web, email, social media and sales channels from intake through final delivery.
- Partnered with leadership, sales, internal teams and external clients to clarify objectives, resolve issues, manage changing priorities and maintain accurate, on-brand output.
- Built reusable templates, organized asset libraries and improved production processes to increase consistency, efficiency and visibility across recurring work.

Founder and Creative Operations Lead | Tea Phases | 2018 – Present

Part-time entrepreneurial venture

- Plan and execute product, publishing, e-commerce and event initiatives, coordinating suppliers, pricing, packaging, inventory, online listings, merchandising and customer delivery.
- Led a 300+ page guided journal from concept through writing, design, production sourcing, preorder campaign, fulfillment and ongoing marketing.
- Oversee website content, email campaigns, social media, customer relationships, event bookings, partnerships and the Intuitivitea experiential service.

Creative Department Lead | Paradise Pen Company | April 2014 – Jan 2017

Denver, Colorado | On-site

- Led creative production for annual catalogs, advertising campaigns, visual merchandising, product design and photography while coordinating multi-tier promotional schedules and deadlines.
- Supported luxury brands including Montblanc, Disney and Cartier while earning Hermes Creative Awards recognition for catalog and product design.

TECHNOLOGY AND EDUCATION

Technology: Microsoft Office | Google Workspace | Adobe Creative Suite | Canva | Zoho CRM | Mailchimp

Web and E-commerce: BigCommerce | Wix | Shopify | WordPress

AI Workflows: Generative AI Tools | AI-Assisted Content, Design and Workflow Development

Education: B.A., Media Arts and Communications, Art Institute of Colorado