

# AMY BLUNDEN

## BRAND STRATEGY CONTENT & DESIGN

I am an articulate brand storyteller who is ridiculously good at making people feel seen, understood, and compelled to act. With nearly 20 years experience in communications and creative, I specialize in eliminating friction, maximizing impact, and tailoring experiences for humans. My superpower is connecting the dots so that every project doesn't just make a mark — it leaves an indelible improvement in the world.

☎ (720) 319-9790  
🌐 [aimfuldesign.com](http://aimfuldesign.com)  
✉ [amy@aimfuldesign.com](mailto:amy@aimfuldesign.com)  
🌐 [linkedin.com/in/amyblunden](https://www.linkedin.com/in/amyblunden)  
📍 Oldsmar, FL

## EXPERIENCE

### Brand Strategist [ [Allegrow](#) ] 2022 » 2025

- Led brand, creative, and content strategy across mediums
- Produced customer-centric websites and campaigns that convert

### Sr. Communications Specialist [ [Staples](#) ] 2015 » 2021

- Customer Experience and Research Insights Team
- Presentations, editing, branding, signage, learning assets, instructional videos and teasers, UX/UI mock-ups

### Graphic Designer [ [Freelance](#) ] 2009 +

- Starz, Bona, Victory Capital, Western Union
- Catalogs, brochures, one-pagers, ads, infographics, branding

### Communications Coordinator [ [Harden](#) ] 2006 » 2008

- Managed external communications at insurance agency
- Proposals, spreadsheets, forms, ads, website, and intranet

### Copywriter/Designer [ [Website Pros](#) ] 2006

- Created brochure-style, small business websites
- Wrote enticing website copy using SEO best practices

## EDUCATION

### Media Design [ [Full Sail University](#) ] 2013

Graduate coursework in media design, branding and identity

### Print Design [ [Valencia Community College](#) ] 2009 » 2010

Undergraduate coursework in print graphic design

### Journalism B.S. [ [University of Florida](#) ] 2005

Bachelor of Science in online journalism, plus outside concentrations in photography, creative writing and information technology

## SKILLS

WRITING & EDITING

TYPOGRAPHY

BRAND & IDENTITY

LAYOUT

ILLUSTRATION

PHOTOGRAPHY

VIDEO

UX/UI

HTML/CSS

## APPLICATIONS

- Illustrator
- InDesign
- Photoshop
- Figma
- WordPress
- Premiere Pro
- After Effects
- Office 365

## PERSONALITY

- Authentic
- Innovative
- Empathetic
- Strategic
- Enthusiastic
- Adaptable

