

Amy Shreve



1305 1st Avenue NE • Mandan, ND 58554 • Phone: (701) 471-5452 • Email: amy@amshreve.com

EDUCATION

University of Mary

Bachelor of Science in Business Communications

Minor in Multi-Media

Bismarck, ND

April 2007

EXPERIENCE

Specialized Bicycle Components, Inc.

Central Designs for Women Demo Coordinator

Morgan Hill, CA
March 2008 - Present

- Managed 8-12 events per month
- Obtained and reported back on consumer feedback from the field
- Tracked and reported on the success of events
- Worked with USA Events Manager to execute event logistics
- Worked with sales reps and dealers to identify new opportunities to utilize demo bikes and women's clinics
- Identified opportunities for co-marketing and branding of the demo program

Frontier Precision, Inc.

Marketing Assistant

Bismarck, ND
December 2004 - March 2008

- Created/Edited bi-monthly e-newsletters
- Designed print advertisements for regional publications
- Created logo, website and packaging for wood product
- Designed company products catalog
- Maintained website, launched in May 2005
- Strategized and implemented advertising campaigns with supervisor
- Developed and applied marketing strategies with sales team

Epic Sports

Marketing / Salesperson

Bismarck, ND
February 2003 - March 2008

- Launched and maintained website, May 2006
- Created print advertisements for area publications
- Designed flyers, price tags, signs, posters for store use
- Created and applied advertising campaigns with manager
- Planned and successfully executed Bismarck Triathlon

COMPUTER SKILLS

Miscrosoft Office Suite

PC & Macintosh Platforms

Web Development

Desktop Publishing/Editing

HTML & XHTML

Microsoft FrontPage

Adobe Illustrator

Adobe InDesign

HomeSite

Macromedia Studio 8

Adobe PhotoShop

Final Cut Pro

ACTIVITIES & AWARDS

- Awarded University of Mary Dean's List, spring '03 and fall '06
- Reported for University of Mary's newspaper, The Summit, fall '04
- Participated on University of Mary women's volleyball team, '02 - '06
 - Team captain; Assistant Coach; Freshman & Defensive Player of the Year

Volunteer

- Administered website for North Dakota Cycling Federation
- Created and distributed flyers, posters, and registration information regarding NDCF events
- Instructed one day Girl Scout Mountain Bike Camp, summer '05 - '07