

Amy Lynne Hayes

Experience

The Global Creator

July 2016 – Present, Fort Lauderdale, Florida

Founder/Owner of travel lifestyle brand and e-commerce website featuring luxury travel wares and artisan-made goods from different countries around the world
www.theglobalcreator.com

Responsibilities:

- Sourcing of all product
- Production and/or curation of all imagery
- Design aesthetic and management of site
- Writing and layout of all editorial content
- Creative visioning for and execution of live events
- Marketing through all online outlets including Facebook, Instagram, Twitter, Pinterest, and weekly newsletters

Overseas Leisure Group

July 2015 – July 2016, Miami, Florida

Creative Director for luxury travel corporate portfolio encompassing four brands: Overseas Travel International, Overseas Studio, Overseas VIP and Overseas Xpress

Responsibilities:

- Creating and managing brand identity for full portfolio
- Design/creation of all marketing/promotional materials
- Presentation of itineraries, hotels, villas, and activities for both client proposals and B2B pitches/requests
- Management of freelancers hired to aid company in meeting objectives and deadlines
- Creation of content strategy and publication schedule
- Collaboration with travel industry media influencers, including photographers, filmmakers, and bloggers
- Liaising with industry suppliers and hotels for campaigns
- Customization and management of site(s) via Wordpress
- Strategy and management of social media marketing including Facebook, Instagram, Twitter
- Planning, presenting, booking and executing luxury travel itineraries, specifically in the VIP sector

Freelance Writer

September 2013 – Present, Fort Lauderdale, Florida

Gulfstream Media Group, Metropolitan Luxe, and more

Responsibilities:

- Pitch story ideas that fit with publication audience
- Edit/proofread/fact check articles before publication using AP style formats
- Research/Writing of articles based on assigned topics
- Conduct personal interviews for profiles and features
- Published both in print and online

Design Collective Meme

April 2012 – March 2013, Melbourne Area, Australia

Office Manager/Interior Designer

www.memedesign.com.au

Responsibilities:

- Sourcing of FF + E for architect/designer approval
- Rendering of projects via Photoshop
- Presentation of project concept via InDesign
- 3D visualisation via Google SketchUp, model making
- Support in AutoCAD documentation and detailing
- Sight surveys and cataloguing of existing elements
- Communication and liaison with industry suppliers
- Client and supplier meetings, attendance and records
- Marketing through social media, competition entries
- Office administration using Word/Excel/Outlook

Doris Clements Interiors

June 2009 – September 2013, Stuart, Florida

Interior Designer/Assistant

www.dorisclementsinteriors.com

Responsibilities:

- Sourcing of FF + E for client/designer approval
- Co-ordination of purchase orders, specifications
- Attend client meetings and conduct sight surveys
- Creation of mood boards for presentation to client
- Organization of materials library and product books

Wait... there's more

Education

Indian River State College

June 2013 — April 2014, Fort Pierce, Florida

Graphic Design Production Certificate

- Studied concepts, process and methods relevant to the field of graphic design in the modern era

Paris American Academy

February 2009 — June 2010, Paris, France

Bachelor of Arts in Interior Architecture

- Studied a varied curriculum with focus on interior architecture, product design, presentation skills, technical and hand drawing, art and design history, and French language

Chelsea College of Art & Design

October 2007 — June 2008, London, UK

Graduate Diploma Interior and Spatial Design

- Studied interior design with emphasis on creation of a concept and communication of ideas

Rollins College

August 2002 — May 2006, Winter Park, Florida

Bachelor of Arts in Studio Art

- Received 4-year Presidential Scholarship for high academic achievement
- Graduated with honors, maintaining a Grade Point Average above 3.5

Proficient in The Adobe Creative Suite including:



Additional skills:

- Design concepts/process
- Hand sketching
- Mac/PC
- Wordpress
- Copywriting
- Digital media

Language skills:

- Native English
- Intermediate level French



Pleased to
meet you!