

AMY ELIZABETH KNIGHT

Creative Director | Senior Designer | Brand Strategist

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Senior creative leader, designer and brand strategist with 10+ years directing brand identity, content strategy, and integrated campaigns across digital, video, and social channels. Expert at translating strategic vision into compelling visual stories—and at leveraging AI tools to multiply creative output without sacrificing brand integrity. Proven track record managing cross-functional teams, paid campaigns, and the full creative workflow from brief to publish.

CORE COMPETENCIES

Brand Design, Strategy & Positioning • Creative Direction & Art Direction • AI-Augmented Creative Workflows • Video Production & Motion Graphics • UX/UI & Web Design & Prototyping • Paid/Organic Campaign Management • Content Strategy & SEO • Market Research & Analytics • HTML/CSS/JS/CMS/AWS

AI Tools: Adobe Firefly, Midjourney, Figma AI, Canva AI, Cursor (AI Dev), Claude, ChatGPT, Amazon AWS

EXPERIENCE

California Institute of Arts & Technology | San Diego, CA

Creative Manager (June 2019 – Present)

- Led CIAT's full brand redesign from concept through final production — including logo and visual identity — then standardized templates across every channel, elevating the institution's visual credibility and creating a consistent presence students and staff could recognize anywhere.
- Built and led an end-to-end content strategy across website, paid media, social, video, and email — unifying every customer touchpoint under one cohesive brand voice and strengthening prospective-student engagement.
- Drove lead generation and enrollment growth by launching and optimizing paid campaigns across Facebook, LinkedIn, TikTok, and Google/YouTube, using performance data to continuously refine targeting, creative, and funnel conversion.
- Increased organic visibility and site traffic by leading SEO strategy — using keyword research, competitive analysis, and audience personas to prioritize content that converted visitors into leads.
- Turned performance data into action, using weekly and monthly reporting to identify what content drove results and reallocate creative resources accordingly.
- Built and led a mixed team of in-house creatives and external contributors, keeping output consistent, on-brand, and on schedule across a high volume of concurrent projects.
- Strengthened student retention by developing and promoting a calendar of workshops, bootcamps, and events, paired with resources that kept students engaged from orientation through graduation.

ALIAT | Seattle, WA

Visual Designer / Creative Director (Apr 2017 – Dec 2018)

- Built Aliat's brand from the ground up — logo, guidelines, web prototypes, and campaign assets — giving sales and marketing a cohesive visual foundation to grow social audiences and generate leads.
- Shaped Aliat's market positioning by developing brand personas and messaging strategy, then translated that strategy into unified internal and external digital communications that strengthened brand consistency.
- Equipped sales and leadership to close deals and win buy-in with high-impact deliverables — presentations, white papers, eBooks, and webinars that translated complex ideas into persuasive, executive-ready assets.
- Boosted engagement on educational and promotional content by producing custom animation and video, making complex material easier to understand and share.

Self-Employed | Seattle, WA

Freelance Digital Multimedia Designer (Jan 2016 – Present)

- Helped small businesses grow by designing brand guidelines and websites paired with optimized content strategy — building brand equity while driving measurable traffic and conversion gains for clients.
- Made technical and complex offerings accessible and compelling for a range of businesses, translating them into video and digital marketing assets that resonated with target audiences.

Park Street Strategies | Washington, DC

Creative Director (Sep 2013 – Dec 2015)

- Created visual content for national print advertising, local TV spots, social media campaigns, and executive presentations.
- Shaped winning messaging strategy for labor union and Fortune 500 clients by facilitating 40+ nationwide dial-polling focus groups and translating real-time audience data into tested, high-impact communications.

Luntz Global Media | Springfield, VA

Media Advisor (Jul 2012 – Jun 2013)

- Refined messaging strategy for Fortune 100 and political clients by designing and directing 25+ nationwide focus groups, transforming raw audience data into tested, resonant campaign language.
- Elevated the clarity and professionalism of client-facing and internal communications by producing high-quality visual graphics and video for web and print.

EDUCATION

George Mason University | Fairfax, VA

BFA in New Media – Art and Visual Technology, Concentration: Video Production & Animation | Cum Laude, 2011