

AMY PENISTON

DESIGNER / WEB DEV / THINKER

ABOUT AMY

Portfolio: amypeniston.com
Business Site: skylarkerdesign.com
LinkedIn: [linkedin.com/in/amypeniston](https://www.linkedin.com/in/amypeniston)
Facebook: fb.me/skylarkerdesign

CONTACT

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EDUCATION

DUKE UNIVERSITY: 2008-2012

Durham, NC

Bachelor of Science: Biomedical Engineering / Minor in Biology

GPA: 3.713/4.000 - Cum Laude

INTERESTS

Pilates - Online Courses - Running - Baking - Photography -
Transhumanism - Virtual Reality - Typography -
Podcasts - PC Gaming - Cacti

SKILLS & TOOLS

Core Skills: Photoshop, Illustrator, HTML, CSS/SCSS, JavaScript/jQuery, Sublime Text 3, Wordpress, Lightroom, Microsoft Office Suite, Axure, Windows & Mac OS Platforms, Print Journalism, Research & Fact-Checking

Working Knowledge Of: Unix/Bash, C, PHP, MySQL, MATLAB, React, Premier Pro, InDesign, Git, LaTeX, Audacity, SEO, FTP, C-Panel

CURRENT WORK

skylarkerdesign.com

SELF-EMPLOYED: Web & Graphic Design

- + Build and manage custom, responsive websites that meet client specifications and are a pleasure to use.
- + Create and revise engaging mock-ups; once approved, translate the designs into pixel-perfect HTML/CSS.
- + Organize content and practice effective keywording to increase site traffic and search engine rankings.
- + Design exciting and relevant promotional material (flyers, tickets, posters, business cards, social media blasts) for Bermudian DJs, private events, sales and company functions.

CORAL COAST CLOTHING: Fashion Design

- + Develop original designs for a local clothing line, appearing on men's dress shirts, ties, hats, Bermuda shorts and more.
- + Create stylish mockups and lookbooks for seasonal clothing collections.

PREVIOUS EXPERIENCE

THE BERMUDIAN MAGAZINE: Writer & Content Creator / 2011 - 2017

- + Wrote "Eat Out", Bermuda's first stand-alone (20,000 word) dining guide, describing 49 of the island's top restaurants in detail.
- + Conducted interviews and self-organized research to prepare engaging content for the 2013 Spring and 2014 Spring and Fall Editions of The Bermudian Magazine.
- + Compiled judge panel comments and independent reviews to describe more than 120 businesses and attractions for the 2013, 2014 and 2016 Best of Bermuda Awards.

FODOR'S TRAVEL PUBLICATIONS: Writer & Fact-Checker / 2013, 2015, 2016, 2017

- + Personally inspected or verified factual details for over 500 local properties, attractions and events, confirming or adjusting copy and entering relevant information into Fodor's specialized web system.
- + Communicated effectively with my editor to complete and revise six chapters in the 2014 and 2016 Fodor's Bermuda Guide-books, adhering to a strict project deadline of two months. Revised a separate Bermuda-related chapter in mid-2016 for an upcoming Fodor's cruise guide.

ANCHOR INVESTMENT MANAGEMENT: Health Care Analyst Intern / 2012

- + Researched emerging trends and drug markets for client advisement and company recommendations.
- + Organized, analyzed and summarized historical data using Bloomberg software for use in quarterly reports.
- + Proposed profitable equity investments based on spreadsheet valuations.

#SIDE PROJECTS

[Ongoing] : I am working on creating my first online course, which will be an in-depth guide to searching Google like a pro.

To be available on Udemy.com in Summer, 2017.

[April 2017] : I attended a month-long coding bootcamp in Fremont, CA to hone my programming skills and improve my algorithmic thinking.

www.42.us.org

[Fall 2016] : I earned my Pilates Instructor Certification from International Fitness Professionals Association. .

www.ifpa-fitness.com