

AMY PENISTON

WEB DESIGNER / WRITER / CONTENT CREATOR

ABOUT AMY

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

CONTACT

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Address: Please inquire
Mail To: Please inquire

EDUCATION

DUKE UNIVERSITY: 2008-2012

Durham, NC

Bachelor of Science: Biomedical Engineering / Minor in Biology

GPA: 3.713/4.000 - Cum Laude

42 SILICON VALLEY: April 2017

Completed a month-long coding bootcamp in Fremont, CA, honing my C programming skills and improving my algorithmic thinking.

SKILLS & TOOLS

Core Skills: Photoshop, Illustrator, Premier Pro, 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, React, InDesign, Git, LaTeX, Audacity, SEO, Facebook Ad Manager, FTP, C-Panel

CURRENT WORK

amypeniston.com

SELF-EMPLOYED: Web Developer, Graphic Designer & Social Media Marketer / 2013 - PRESENT

- + 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 website content and practice effective keywording to increase search engine rankings.
- + Design exciting and relevant promotional material, both digital and physical; A/B test Facebook marketing campaigns to generate cost effective web engagement, traffic and leads.

CORAL COAST CLOTHING: Fashion Design / 2015 - PRESENT

- + 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. Produced additional content for each new "Eat Out" publication in subsequent years.
- + Conducted interviews and self-organized research to prepare engaging content for long-form articles in 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, 2016 and 2018 Fodor's Bermuda Guidebooks, adhering to a strict project deadline of two months.

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

[June 2017] : I published my first online course, **Mastering Google Search, to help others learn how to quickly and easily find things online.**

www.udemy.com/mastering-google-search

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

www.ifpa-fitness.com

#INTERESTS

Pilates - Online Courses - Fitness - Baking - Videography - Transhumanism - Virtual Reality - Typography - Podcasts - PC Gaming - Cacti