

Amy Essington

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Experience

Essington Creative

Creative Director, 2020– Present

- Market to individuals and small businesses for sales on services
- Managing Projects from pitch to completion
- Network with other small businesses
- Photography for businesses, portraits and weddings
- Videography for commercial and weddings
- Editing of both photography and video
- Designing Websites for small businesses
- Enhancing website's SEO
- Graphic Design for web elements, logos, brochures, cards, menus

Murray Energy Corporation

Media Specialist, 2014– February 2020

- Worked directly with CEO on various company-related and philanthropic projects
- Designed and managed company's websites
- Designed flyers, billboards, digital advertisements and invitations
- Assisted with installation of live broadcast studio
- Managed and operated live broadcast studio
- Shot and edited promotional and training videos
- Photographed employees and locations for marketing
- Managed all captured content files
- Traveled across the U.S. to setup and run audio and video for company meetings
- Captured photos and videos from helicopters and inside coal mines
- Underground coal mining certified

West Virginia Media Holdings

Director of Internet Operations, 2009– 2014

- Promoted from Web Producer to Director of Internet Operations within 1 year
- Broke web traffic records 4 years in a row
- Spearheaded local digital advertising opportunities
- Increased advertising revenue across the company's 6 websites
- Required knowledge of SEO, Graphic Design and Web Design
- Designed placement ads for various advertisers

Education

Bethany College

Graduated 2009

Bachelor's Degree in Communications – Electronic Media

Volunteer Work

- Helped start Ohio Valley Mutual Aid group
- Volunteer to help with cleanups at local homeless encampments
- Advocate for individuals affected by homelessness