

AMANDA BURRIS

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Skills

Strategic planning, research, writing/publishing, interactive development, asset selection/creation (animation, video recording, editing, photography), data wrangling (customer/market demographics)

Skills Currently Developing

POD apparel design, jewelry design, miniature sets design & build, puppet making, stop motion animation, product photography, music composition.

Specialized Knowledge

Financial/Banking, advertising/marketing

Project Experience

Social media content, digital media production, self-publishing, corporate communications & reports

App/SAAS Experience (Current)

Production: Adobe Creative Suite, Dragonframe, Arduino, ArtList, Cubase, MuseScore, ElevenLabs, Midjourney, ChatGPT 4o, DeepL, WordPress
POD: Shopify, Printify; **Data:** Power BI/Power Query Excel; **Education:** MasterClass, Domestika; **Social Channels:** Facebook, Instagram, LinkedIn, X, Threads, Substack, Pinterest, YouTube, Vimeo. **Publishing:** KDP, PublishDrive, StreetLib.

Education

Bachelor of Fine Arts (BFA), Texas Woman's University, Denton, Texas, December 1988. Major: Advertising Design. Minor: Business Marketing.

Awards

(2025) IPPY Independent Publisher Award, Bronze Medal for Best Regional Ebook – Non-Fiction (Pioneer Handbook: Mastering Frontier Life in Orleans County, New York); (2013) Chairman's Award for Excellence from my employer Broadway Bank.

Other

- 1980-84 Clark High School marching band, concert band, and jazz band (trumpet)
- 2014-2015 Social Events Coordinator for neighborhood/HOA
- 2016-present caregiver for elderly family member

WORK EXPERIENCE

12/22 – Present, FOLK Stop Motion Photography LLC (dba FOLK Studio 451), San Antonio, TX. President/Creative Partner

Self-Published (Writing, Production & Distribution) "Pioneers of Orleans County" 3 volume set (History, Handbook, Cookbook) in eBook, Paperback and Audiobook format – over 1000 pages & 12 hours of audio, "Finding Home" novella by Jon West, various short-stories in spoken word format. I translate our content into multiple languages (using DeepL). I develop graphic designs for our merchandise, create jewelry, design & build miniature sets, craft stop-motion puppets, create stop motion animation. I designed & built our DIY motion control system complete with DMX lighting.

10/20 – 12/22, Broadway Bank, San Antonio, TX. VP, Customer Insights

Developed comprehensive reports on market and customer characteristics - including both consumer segments and commercial sectors – for each Line of Business and 36+ markets. Distributed "Market Reports" containing key data points to Sales & Service. Train bankers as needed to help them understand the data and apply the reports to their sales & marketing efforts. Presented data to Executive Strategic team as needed. Collaborated with Customer Experience team to map workflows.

10/08 – 10/20, Broadway Bank, San Antonio, TX. AVP, Webmaster/Interactive Developer

Responsible for performing a variety of strategic and tactical activities in support of the Banks' business and marketing goals via the internet and intranet including: ongoing analysis and development of the sites; developed numerous interactive tools Flex/SharePoint connected interfaces; custom app development (employee directory, rates publishing, mortgage rates publishing – with amortization tables), Video Development (training videos for customers and employees, promotional videos for website)

06/06 – 10/08, BroadRamp, San Antonio, TX. Flash/Flex Designer-Developer

AS3 Programs including database connectivity and integration of video. Web applications allowed trainer to build custom modules, save to database and make available immediately to trainees over Internet. Acted as Content Lead and Designer/Developer for regional bank website. Conducted

team interviews, wrote initial draft, designed and developed site content.

04/99 – 06/06, Dallas, TX.

Freelance Multimedia Developer

Worked independently and through AQUEENT Talent agency to create a variety of digital assets.

MARY KAY, Creative Services Dept.

Designed layouts, produced graphics, animation and consumer tutorials for Marykay.com Created banner ads for various internet advertising campaigns. Assisted Creative Director at spring and summer photo shoots. Helped develop story lines and concepts for major sections and translated them into instructions for the photographers.

JCPENNEY, Corporate Internet Division

Designed and animated attract loop used for in-store gift registry kiosk - placed in over 900 stores across the United States. Produced screen graphics for JCPenney.com NIEMAN MARCUS, Internal Advertising Agency Worked with Art Director to develop PowerPoint presentation featuring The Look magazine, distributed to Store Managers.

PEROT SYSTEMS, Marketing Communications Dept.

Assisted with design of PowerPoint template used throughout the organization. Produced illustrations for the image library

EDS, Global Communications

Produced executive presentations.

DR PEPPER/CADBURY'S, Training Department

Produced training presentations.

ODYSSEY COMMUNICATIONS GROUP, Inc.

Produce five Interactive CME training CDs. Each program presented notable physicians discussing new therapies. Programs included speaker slides, audio and video recorded by the client during national meetings. Developed using Director, QuickTime, Acrobat and PowerPoint, Produced custom interface design, develop screens, and programmed the interactive interface Set slide cues for up to 2 hours of video or audio on each CD. Each user interface was designed to coordinate with printed materials that were distributed during the live meetings. Over 90,000 copies of the various presentations have been distributed to physicians throughout the US.

08/94 - 12/98, Bluebird Multimedia, Dallas & San Antonio, TX.

Principal & Multimedia Developer

CBT and WBT development, over 250 interactive executive & multimedia presentations for Dallas-based ad agencies & production companies.

- Successfully managed up to six team members in high pressure, quick-turn ad agency productions, highly detailed technical and medical documentation, and large-scale, long-term interactive educational projects.
- Initiated and developed client relationships and acted as interface between the client's team and my production team.
- Helped clients clarify their priorities by leading them through Needs Analysis and then worked closely with the client's internal IT and marketing department and writers to develop project specifications.
- Developed project production plans and designs, and managed the production process from inception through delivery.
- My team won and retained the preferred vendor status for interactive presentation work outsourced by DDB Dallas and their affiliates for over 3 years.
- We also won a working partnership with the oldest and largest video producer in San Antonio, giving them the ability to offer interactive development to their clients. Key Project: Computer-based training program with student tracking database. Client: Princeton Medical Management. Simulated 14 areas of the PSIMED patient data system, 49 lessons with quizzes. Produced in Authorware. Delivered nationwide through corporate intranet. (1998) Duties: Creative Director, Instructional Writing, Graphic Design, Interactive Programming.
- Executive and Sales presentations for Borden Dairy, TABASCO, PEPSI and more.

04/94 - 06/94, DDB Needham Interactive, Dallas, TX. (A Division of DDB Needham Worldwide).

Multimedia Artist

Worked with account managers to produce executive and multimedia presentations.

01/93 - 04/94, Odyssey Communications Group, Dallas, TX. (Corporate training videos & meetings.)

Multimedia Artist

Developed Storyboards, 2d & 3d Animation, 3d Modeling, Morphing, Flying Logos for use in video productions. Developed Design, illustration, layouts and prepress production for a wide variety of materials, including corporate logos, business stationary, brochures, technical instruction manuals, slide presentations and computer-based presentations.

Key Projects:

- **RentACenter National 1993 Sales Meeting** at Bally's, Las Vegas, Nevada, Duties: Speaker Support Design, 3D Intro animation, illustration,

production, meeting site computer operator. (1994)

- **JC Penney Life 1994 Annual Meeting** at Plano, Texas, Duties: Speaker Support Design, 3D Intro animation, production, meeting site computer operator. (1994)
- **ColorTyme Manager Training Video Series**, Duties: animation, video graphics production.

04/92 - 01/93, DreamTime Imagineering, Dallas, TX.

Illustrator/Animator

Creative broadcast & non-broadcast video graphics and animation. Developed 2d & 3d animation including, storyboards, the design of elements and environments, painting, modeling, rotoscoping and image processing.

Key Projects:

- **Pepsi "Don't Waste The Taste"** Management Training Video, Client: Tracy Locke, Duties: 3D animation. (1992)
- **JC Penney "Two Day Sale"** National 30 second spot (commercial), Client: Temerlin McClain Venue: National Television, Duties: Graphic Design and Production. (1992)

06/89 - 04/92, CommuniQuest, Inc., Plano, TX.

Project Manager/ Artist

Turnkey desktop publishing primarily technical publications. Acted as corporate client interface/account maintenance. Involved in conceptual, planning, and quoting stages of projects, as well as coordination of production with vendors. Produced design, illustration, layouts and pre-press for a wide variety of materials. Worked closely with pressman, following jobs through final trim and delivery.

02/89 - 06/89, Harte Hanks Community Newspapers, Carrollton, Texas

Ad Builder