

AMY SOQUET

THINKER. DOER. MAKES IT HAPPEN.

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HELLO, A BIT ABOUT ME...

Marketing and Communications professional. Experienced in execution of creative projects print/digital, podcast production, advertising agency operations, events, experiential media and project management.

FIELDS OF EXPERTISE

Leadership
Project Management
Ad Agency Operations
Production Workflow
Photo & Video Production
Experiential Media
Copywriting / Proofreading

Adobe Creative Suite
C-Suite Docs/Drive/Forms
Microsoft Office
Monday.com
SmartSheet
Workamajig

TRAVEL

Alliance Française - Paris Île-de-France
November 2023 - February 2024
A2, B1- Intermediate

Unique immersion experience in the French language and Francophone cultures. Intensive in-person French classes, French linguistic knowledge of grammar, lexicon and phonetics.

WORK BACKGROUND

KHROME AGENCY - KHROMEAGENCY.COM

Freelance Production Manager | July 2021-Present

Assist Creative Director. Produce timelines/schedules, manage and assign production jobs to creative team, facilitate creative meetings, write and produce creative briefs.

IMAGE STUDIOS - IMAGESTUDIOS.COM

Producer / Project Manager | January 2017-JULY 2020

Design and set up all production phases for photo shoots and video productions. Pre-production, casting, freelance, crews, schedules, budgets, contracts, permits, scouting. Create and produce content videos for Social Media, Websites. Clients: Fleet Farm, CVS, Cooper Cheese, Grande Cheese, Sargento, Associated Bank, Briess, Harry's, Schwinn/Pacific Cycle, ThedaCare, Sovita Credit Union & more.

CINEVIZ - CINEVIZ.COM

Producer / Project Manager | February 2015-July 2016

Supervised the creation of digital content, activations and events encompassing Augmented Reality, Virtual Reality, Environmental Design and Digital Signage. Event Marketing, Planning & Execution. Worked with cross-functional teams: Creative, Programming, Operations, Fabricators and Installation teams.

ARKETYPE - ARKETYPEINC.COM

Traffic Manager / Internal Account Manager | March 2013-January 2015

Liaison between Account Managers and Creative staff. Workflow engineer - assigned and tracked daily workload using Workamajig project management software. Leveraged strong analytical skills to quickly problem solve day-to-day operations.

SHOPKO CORPORATE OFFICES - SHOPKO.COM

Advertising Manager / Senior Copywriter | December 1996-March 2013

Primary leader of brand voice for retail store chain. Managed a creative marketing team of Designers and Copywriters. Senior Copywriter for in-store and online customer experience. Contributor to multi-channel seasonal advertising campaigns including Web/Social Media, Print Sale Themes, E-blasts, Banner Ads and Direct Mail.

VOLUNTEER WORK & ACHIEVEMENTS:

AAF - American Advertising Federation
District 8 - N3AC Representative 2020-2022
District 8 - Governor 2019-20
AAF-Fox River President 2014-16

S.T.E.A.M. Engine GB - Marketing Chair 2018-2019
Downtown Green Bay Inc. - Event Volunteer 2013-18

EDUCATION

NORTHEAST WISCONSIN TECHNICAL COLLEGE

Associate's Degree - Marketing Communications | 1994-96