

AMANDA JAYACHANDRAN



ACHIEVEMENTS

Design Awards

100+ Gold, Silver, and Bronze awards from International Business (Stevie), W3, Telly, dotCOMM, Ava Digital, Summit Creative, Communicator, PRSA (Public Relations Society of America), and more. Noteworthy include:

Bronze Stevie, Branded Content Campaign of the Year 2026, Lionbridge Games Samurai

Gold Stevie, Branded Content Campaign of the Year 2025, Lionbridge Aurora AI

Bronze Stevie, Branded Content Campaign of the Year 2024, Lionbridge Patient Outcomes Campaign

Silver Stevie, Branded Content Campaign of the Year 2023, Lionbridge Language Cloud

Gold Stevie, Brand Renovation 2022, Lionbridge Games Re-Brand

Recognition Awards

Chairman's Award, Quality Client Service

Edelman Golden Shovel, Recognition for Walmart Client Acquisition

PROFESSIONAL SKILLS

Creative Strategy, Execution, & Vision • Global Brand Strategy & Architecture • Brand Storytelling & Messaging • Content Strategy • AI-Driven Content & Creative Innovation • SEO & Content Optimization • Integrated Marketing & Campaign Strategy • Creative Performance & Marketing Analytics • Design Systems & Brand Governance • Multilingual & Global Content • Budget & Vendor Management • Go-to-Market Creative & Sales Enablement • Executive & Cross-Functional Leadership & Presentation • Audience & Customer Insights • Creative Organization & Talent Development • Strategic Client & Stakeholder Leadership

312 Saint Dunstons Road | Baltimore, MD 21212

amanda.jayachandran@gmail.com | 703.200.9662 | [website](#)

WORK EXPERIENCE

Lionbridge Technologies | Creative & Content Director October 2019 - present

Lionbridge partners with global brands to deliver translation and localization services to customers in 350+ languages.

- Develop, create, and evolve brand strategy, integrity, tone, messaging, creative vision, content generation, and design execution in a fast-paced, multi-channel, multi-language environment.
- Navigate seamlessly between big-picture vision and hands-on problem solving as a multidisciplinary creative thinker.
- Amplify the Lionbridge brand look and feel while building a strong brand platform aligned to the company mission and vision, supporting lead generation, thought leadership, sales enablement, and SEO.
- Develop creative concepts and content for multilingual campaigns to provide culturally rich experiences for end users.
- Build, implement, and lead a high-performing, scalable creative and content team, including designers, content specialists, strategists, and freelancers.
- Manage and oversee a global creative and content team on projects from brief to concept to final execution, including social, digital, print, video, event, paid media and advertising, sales enablement, lead generation, product launches, and activation campaigns.
- Drive end-to-end planning and execution of visual and creative concepts, including budget management.
- Create team processes, increase efficiency, incorporate SEO strategy, and build accessible design libraries used by 5,000+ employees to maintain brand consistency across all channels.
- Use feedback, insights, and performance data to refine creative and content strategies to deliver impact at scale.
- Hold consistent weekly touch points with the company CEO to present strategy, design initiatives, and analytics reporting.
- Partner with the Leadership Team to deliver creative ideas for partners, customers, and internal stakeholders.
- Create and deliver executive-facing presentations to drive consensus and alignment around strategy.



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EDUCATION

Bachelor of Arts in Visual Communications

The George Washington University
Cum Laude, Golden Key National Honor Society

Continuing Education, Design & Video

Massachusetts College of Art and Design
Corcoran College of Art and Design

COMMUNITY INVOLVEMENT

Designer, Accountant, and Academy Leader,
Hoops Creating Hope

Events Chair, Homeland Association

Activities Committee and Admissions,
Roland Park Country School

TECHNOLOGY & PLATFORMS

Adobe Creative Cloud | Adobe Analytics
Adobe Experience Manager | Jira | Asana

WORK EXPERIENCE

Eric Mower and Associates “Mower” (after merger with HB Agency)

Associate Creative Director

October 2015 - October 2019

Hart-Boillot “HB” Agency | Creative Strategist and Senior Designer

September 2007 - October 2015

Mower is an integrated agency that builds brands through public and media relations, branding, design, advertising, and interactive work.

- Created and directed concepts and designs for brand identity campaigns, direct marketing, demand generation, annual reports, websites, video, and event support.
- Developed creative concepts that drove engagement with an emphasis on being interesting, memorable, and breaking through the static.
- Composed strategic roadmaps for clients, providing actionable recommendations to strengthen brand identity and communication platforms and expand audience reach and impact.
- Managed all account activity, including design direction, client relationships, and vendor interaction.
- Clients included Harvard University, Dell/EMC, Northeastern University, Amazon Robotics, Leidos, MassRobotics, Viewpointe, TEDxCambridge, Claremont Colleges, Elf on the Shelf, and Freightliner.

Edelman, Washington, DC | Art Director

June 2001 - August 2007

Edelman is the world’s largest communications, marketing, and PR firm partnering with brands globally.

- Developed creative strategies, campaigns, design concepts, and presentations in a fast-paced business driven by current events and media.
- Created branding and identity campaigns, press kits, invitations, exhibit and event spaces, ads, brochures, annual reports, and creative campaigns, including several nationally recognized pieces.
- Clients included Nissan, Pfizer, Walmart, GE, Xbox, the Commonwealth of Puerto Rico, the National Association of Broadcasters, Norfolk Southern, AT&T, the U.S. Department of Health and Human Services, The Peabody Institute, and the 9/11 Commission Report.