





AMANDA MANN

COMMUNICATIONS, CONTENT STRATEGY AND CREATION

CONTACT

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-  amandamann.me
-  Chicago, IL


EXPERTISE + SKILLS


- Script writing + video and audio editing
- B2B and B2C content and collateral creation
- Brand strategy and development to meet growth goals
- Product launch roadmap and project management
- SEO
- Reputation management and crisis communications
- Paid campaigns and analytics reporting
- Cobranded marketing campaigns and media placements
- UX writer, designer and tester
- Podcast producer, script writer and voice talent
- Leveraging SME (subject matter experts) for speaking engagements and media placements
- RFP research and response


TECHNICAL


- Salesforce
- Pardot
- Adobe Experience Manager
- Adobe Creative Suite
- Google Analytics and AdWords
- SEOMoz and SEMRush
- HubSpot, Marketo, Sprout Social, Hootsuite
- Content Management Systems including: WordPress, AEM, Umbraco
- Final Cut Pro, Avid, Garage Band, Audacity, Pro Tools

AWARDS + ACCOMPLISHMENTS

 Won Emmy for Best Interview/Feature Segment (Head Writer)

 Won Emmy for Best Magazine Program (Head Writer)

 Exceeded 12 month social media growth goal of 40% by doubling followers in only 10 months.

 Created content which averaged 225% more engagement than similar content posted by competitors with larger content teams and budgets.

PROFILE

Award-winning content creator with 15+ years of experience leading strategic marketing initiatives and branding campaigns. Nationally recognized for crafting engaging content across platforms including TV, film, social media and digital channels which drives conversion and cultivates brand growth.

WORK EXPERIENCE

2024

Harris Theater for Music and Dance

Content Creator and Marketing Manager

2023

Hilton Hotels and Resorts

Creative Copywriter (Contract)

2021 to 2023

Paymentus

Director of Content

2021 to 2022

Blue Cross Blue Shield

UX Content Creator (Contract)

2019 to 2020

Paradigm Tax Group

Senior Marketing Content Manager

2015 to 2019

Thrillist

Content Creator and Editor

2017

Puppet Master (film)

Script Supervisor - First Unit

2014 to 2016

Colliers International

Senior Marketing Communications Manager

2011 to 2014

WFAA-TV

Sports Content Manager and Segment Writer

2007 to 2009

The Gordon Keith Show

Head Writer

REFERENCES

Lee Williams
Hilton Hotels and Resorts
Senior Copywriter and Creative Strategist

Gordon Keith
The Gordon Keith Show
Host

Chelsea Poteet
First American Payment Systems
Art Director