

AMANDA MAYO

Writer, Digital Content Creator,
Journalist

1364 Noel Avenue, Hewlett, NY 11557

(516) 712-5390

amanda.jmayo@gmail.com

manifestingmiracleworker.com

Instagram: @amanda.j.may

TikTok: @amanda_j_may

PERSONAL BACKGROUND

I am a digital media creator, writer and business owner specializing in storytelling, content strategy, and advocacy within the self-help and addiction recovery spaces. I have created successful social media content, courses, websites, podcasts, and programs that have reached millions of individuals worldwide. I also have a diverse background in the professional journalism, financial, and legal fields, giving me a well-rounded perspective on policy, advocacy, and human rights.

WRITING & COMMUNICATIONS SKILLS

- Typing Speed: 90 WPM
- Published writer and journalist
- Content writing, editing, and storytelling
- SEO writing and audience engagement strategies
- Social media content creation and strategy
- Experience with legal documents and briefs
- Ability to work within and meet tight deadlines
- Extremely organized, detail-oriented, and a very quick learner
- Proficient in AP style
- Personable, outgoing, and highly compassionate
- Interviewing and research, with ability to cultivate sources and create lasting contacts

MULTIMEDIA & TECHNICAL SKILLS

- **Web & Digital Tools:** Basic web design, HTML, CSS, WordPress, Blogger, SEO
- **Design & Video Editing:** Canva (highly proficient), Adobe Photoshop, Adobe InDesign, Final Cut Pro, Adobe Dreamweaver, CapCut, and more
- **Marketing & Content Creation:** Email campaigns & funnels (ConvertKit and Kajabi), course creation (Kajabi), podcast production
- **Social Media Management:** Instagram, Facebook, Twitter/X, TikTok, YouTube, and more
- **Software & Systems:** Microsoft Office Suite, QuickBooks, Macintosh & Windows OS

WORK EXPERIENCE

Founder and CEO

Manifesting Miracle Worker | January 2020 - Present

- Develops and executes storytelling-driven digital campaigns to engage a global audience of over 10,000 across multiple platforms
- Creates and manages online courses, PDF workbooks, livestream challenges, weekly email campaigns, Podcasts, videos, and more
- Writes, edits, and publishes daily social media content, videos, blog articles, and long-form storytelling pieces to educate and inspire audiences
- Designs and produces graphics using Canva and Photoshop; creates and optimizes email campaigns and funnels using Kajabi and ConvertKit
- Mentors individuals through courses, programs, and one-on-one coaching, providing guidance on personal development and spirituality, as well as messaging, content strategy, personal branding, and audience engagement
- Manages and maintains the website ManifestingMiracleWorker.com; personally writes and edits all sales pages, blog content, and landing pages for clarity, impact, and SEO
- Built an audience of over 10,000 people worldwide through strategic content marketing, organic growth techniques, and targeted Facebook advertising
- Interviews and collaborates with individuals to highlight personal stories of transformation, resilience, and advocacy

Freelance Content Writer

Addiction Recovery | May 2020 - Present

- Writes blog content on addiction, mental health, trauma, and recovery, translating complex topics into accessible, engaging narratives
 - Researches and pitches monthly article topics; crafts compelling, issue-driven content that educates, informs, and inspires healing, growth, change, and action
 - Edits articles to incorporate SEO best practices to improve reach, Google search results, and engagement
 - Adapts storytelling techniques to highlight diverse perspectives and holistic approaches to healing
- ** Please note: My work with AR does not include a byline, but you can contact my editorial lead Jeff Edwards for reference (jeff@addictionrecovery.com)

Previous Experience

Reporter and Editor for various print and online media outlets, including the NY Daily News and South Shore Standard | 2007 - Present

Financial Advisor, Lighthouse Financial Network, LLC | Feb. 2017 - March 2020

Legal and Political experience at various offices (paid and internship-based) | 2010 - 2012

EDUCATION

Hofstra University

*Certificate in Paralegal Studies;
September 2014*

Stony Brook University

*Bachelor of Arts in Political Science, with a minor in Journalism;
December 2011*