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Amanda Ross

Content marketing professional with experience in content creation, marketing strategy, social media management, and project management. Adept at crafting content and campaigns that drive awareness and compel action.

EXPERIENCE

Content Writer — Digimarc

Remote — February 2022 - February 2023

- Crafted lead gen content such as white papers, blogs, and one-sheets
- Established brand voice with updated branded assets, guidelines, and ethical messaging
- Spearheaded marketing campaigns from creative brief to content distribution

Marketing Strategist — Twitter

Remote — March 2021 - September 2021

- Created sales enablement content such as presentations and one-sheets
- Crafted compelling content using data to entice businesses to advertise on the platform
- Established a regular email cadence to the sales team to help them pitch to clients

Communications Specialist — DLH Corp

Remote — May 2020 - March 2021

- Managed client social media to drive awareness and engagement
- Managed the development of a new website, including content creation using SEO
- Wrote monthly reports detailing website and social media performance for stakeholders

Content Writer — LeaseQuery

Atlanta — April 2019 - March 2020

- Led the creation of monthly client case studies to increase brand awareness
- Wrote and managed the distribution of all written content from blogs to newsletters
- Managed company social media presence, both paid and organic

Marketing Specialist — Darwill

Atlanta — August 2017 - April 2019

- Established marketing strategy and content creation processes
- Crafted all marketing content including blogs and quarterly print brochures
- Established company social media presence, both paid and organic

Project Manager — BookLogix

Atlanta — April 2017 - August 2017

- Managed book publication process, from client consultation to book distribution
- Worked cross-functionally to implement QA processes, improving publications timelines
- Wrote regular project status reports for both the client and the team

Account Executive — Georgia Chamber of Commerce

Atlanta — November 2016 - March 2017

- Boosted shareholder engagement through multi-channel marketing campaigns
- Promoted Chamber events with digital content including social media and newsletters
- Assisted with event planning and provided day-of support, including photography

Content Specialist — YP Holdings

Atlanta — September 2014 - September 2016

- Developed websites using a CMS, HTML, and design skills
- Wrote website content and metadata using SEO
- Used Salesforce to manage projects

Account Coordinator — The Fresno Bee

Fresno — February 2013 - July 2014

- Created monthly marketing campaigns to promote local businesses
- Promoted campaigns through weekly newsletters and digital ads
- Managed social media presence, driving engagement to the Bee and to local businesses

Copywriter — Digital Attic

Fresno — December 2011 - January 2013

- Crafted lead generation and content such as blogs, newsletters, and one-sheets
- Established company social presence and managed content creation and engagement
- Wrote marketing content for external clients including website content and video scripts

EDUCATION

Bachelor of Arts in Mass Communication and Journalism — Fresno State