

Amanda Bolden-Weaver

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SUMMARY

Marketing content manager with 15 years of experience in digital and product marketing. Skilled in brand management, strategy, and content development for every stage of the sales funnel. Aiming to apply my experience to help brands drive adoption and increase business outcomes.

EXPERIENCE

Sr. Marketing Manager — Grokker

August 2023 - Present

- Engaged 15% more MQLs using redefined product positioning.
- Grew 9% more MQLs YOY through a strategic sales enablement content funnel.
- Managed marketing process for 3 months in the VP of Marketing's absence.

Content Writer — Digimarc

February 2022 - February 2023

- Increased brand awareness in 7 months through new messaging framework.
- Increased unique web traffic by 15% by revamping organic SEO strategy.
- Improved ethical messaging content by implementing cross-functional council.

Marketing Strategist — Twitter

March 2021 - September 2021

- Boosted sales win rate by 10% through creation of unique sales enablement materials.
- Made sales processes faster by organizing new content library and enablement assets.
- Worked cross-functionally to source Tweets tailored to client pitches.

Communications Specialist — DLH Corporation

May 2020 - March 2021

- Increased LinkedIn and Twitter engagement by 12% through new content strategy.
- Boosted CTR by 12% through strategic keyword targeting and meta tag optimization.
- Improved website performance by 4% by revising meta tags, headers, and keywords.

Content Writer — LeaseQuery

April 2019 - March 2020

- Increased website visits by 7% with digital content creation.
- Boosted LinkedIn followers by 2k in 6 months through organic social media content.
- Increased mid-funnel nurturing by 5% by implementing case study strategy.

Marketing Specialist — Darwill

August 2017 - April 2019

- Lowered website bounce rate by 13% by updating site copy with SEO content strategy.
- Increased blog traffic by 1,000 readers monthly with new thought leadership content.
- Boosted LinkedIn engagement rates by 3% through new social media plan.

Project Manager — BookLogix

April 2017 - August 2017

- Achieved 30% improvement in publishing timelines by implementing new workflow.
- Reduced client complaints by 10% through creation of new QA crosscheck process.
- Managed 20 book production timelines, increasing client sentiment, and satisfaction.

Account Executive — Georgia Chamber of Commerce

November 2016 - March 2017

- Boosted investor satisfaction by 8% through multi-channel marketing campaigns.
- Raised stakeholder satisfaction by 5% through streamlined content marketing process.
- Increased event attendance by 3% through targeted LinkedIn and email campaigns.

Content Specialist — YP Holdings

September 2014 - September 2016

- Lifted website conversion rates from 2% to 4% with SEO content and design.
- Reducing client wait times by 18% by streamlining website creation process.
- Increasing average time on page by 45 seconds by updating site messaging.

Account Coordinator — The Fresno Bee

February 2013 - July 2014

- Boosted click-through rates by 15% by updating product descriptions for 200+ pages.
- Boosted sales process efficiency by 20% by redesigning workflow tracking.
- Helped grow sales by 9% by supporting sales with client management.

Copywriter — Digital Attic

December 2011 - January 2013

- Grew website traffic by 10% by developing a new content marketing strategy.
- Boosted client lead generation by 5% through targeted lead generation content.
- Increased brand reach by 7% through targeted marketing campaigns.

EDUCATION

Bachelor of Arts – Fresno State

December 2011