

Amber Reinhart

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EDUCATION

San Diego State University

May 2020

Bachelor of Arts, Political Science, and minor in English

San Diego, CA

- Honors: Summa Cum Laude, Dean's List, GPA: 4.0
- Publications: Academic Journal SPLICE 2020

WORK EXPERIENCE

Adventures by the Book

July. 2021 – Present

Communications Coordinator | Event Manager

San Diego, CA

- Plan 150+ author events, liaise weekly with venues, vendors, publishers, authors, and media
- Build website using WordPress and event tickets with Square to reach more than 10,000 subscribers
- Launch digital promotion and social media strategy to increase book sales by 63% and ticket sales by 10%
- Oversee book sales of \$25K and reconcile inventory using Excel, distribute finance report monthly
- Initiate communication campaign using YouTube, press releases and emails to improve engagement by 15%

Public Media Women in Leadership

July. 2021 – Present

Event Producer | Administrative Assistant

San Diego, CA

- Design online c-suite boot camp curriculum using Canvas for mid career media and marketing professionals
- Execute public media development conference for 300 attendees which produced 100 new business leads
- Create visual and written content with Canva for 10 monthly posts on LinkedIn, Facebook, Instagram
- Host quarterly virtual mixer and moderate discussions for middle managers, influencers, and broadcasters

Society19

February 2021 – July 2021

Content Writer

Boston, MA

- Wrote 55+ lifestyle articles for audience ages 19 – 28, designed graphics using Canva to reach 10k visitors
- Developed a marketing/search engine optimization strategy (SEO) to increase readership which yielded 8,000 shares
- Composed copy and high impact content on mental health, pop culture, food, and entertainment

The Parkman Law Firm

July 2020 – April 2021

Paralegal and Litigation Administrator

San Diego, CA

- Drafted legal documents and invoices up to \$20k for 50+ civil construction litigation commercial clients
- Administered legal research and organized attorney calendar for pending proceedings and mediation

San Diego State University, Undergraduate Research Journal

March 2019 – May 2020

Technical Writer | Associate Editor

San Diego, CA

- Managed the review of 30+ manuscripts, edited 10+ research papers on political science, economics, history

SKILLS & INTERESTS

- Computer Skills: Microsoft Office (Word, Excel, PowerPoint), Google Suite, Meistertask, WordPress, Meet Up, AP Style, LexisNexis, WestLaw, Clio, Constant Contact, Canvas, Public Media Learns, Canva, Chronus, Fireside, SEO, LinkedIn, Twitter, Facebook, Instagram, Square
- Interests: Soccer, Chihuahua Rescue, Poetry, Clarinet, Hiking, Backpacking