

# AMBER COLES

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## PROFESSIONAL SUMMARY

Experienced digital product expert skilled in creating and managing web content for Marriott International, supporting integration efforts for over 7,000 property websites. Proven project management abilities, successfully leading cross-functional teams and ensuring project timelines. Focused on enhancing user experience through strategic content management and email marketing. Proficient in Agile/Scrum environments, Adobe Suite, WordPress, and performance analytics to inform strategic decisions. Certified Associate in Project Management (CAPM), demonstrating foundational knowledge in project management processes and best practices.

## PROFESSIONAL EXPERIENCE

**Digital Content Author** June 2022 - Current  
*Marriott International (Remote)*

- Created and managed property and branded web content in WordPress and AEM for over 7,000 Marriott hotels both domestic and international
- Supported integration efforts through reviews and audits of 100+ property websites; evaluated content to leverage for new property website
- Communicated daily/weekly status updates to key stakeholders throughout project life to ensure timely completion

**Associate Podcast Producer** March 2024 – December 2024  
*VPM (Freelance)*

- Created and managed [RVA's Got Issues](#) website
- Track and report website and podcast traffic and analytics
- Researched and Interviewed guests to prep host for in studio interview
- Managed full process of publishing biweekly episodes
- Recorded and edited all ten episodes of the first season

**Marketing and Communications Manager** February 2023 - October 2023  
*National Society for Histotechnology (Remote)*

- Managed all aspects of NSH's email marketing and helped to increase open rates by 25%
- Improved NSH brand and visual standards in email campaigns and on website
- Managed two direct reports—Social Media Manager and Creative Director—to promote NSH marketing
- Prepared reports for digital marketing, website performance, and convention marketing to present to donors

**Principal Communications Specialist — Contract** July 2022 - March 2023  
*Antenna (Remote)*

- Wrote and scheduled newsletters; collaborated with various teammates on the Medtronic team to ensure accuracy of updates
- Created new SharePoint site for QMS Transformation and Playbook team to increase accessibility and consumability
- Developed new SharePoint site for monthly newsletter, transitioning the team from sending emails with PDFs to an easily shareable link

**Director of Communications — Freelance** February 2021 - December 2022  
*Rethink Theatrical (Remote)*

- Managed a team of five staff members and led regular staff meetings; assisted in increasing overall team productivity by implementing consistently scheduled check-ins
- Developed and implemented innovative marketing strategy and initiatives, including approval processes, hard deadlines, and checkpoints; helped mitigate stress, communicated expectations, nurtured camaraderie, and recrafted calculus of promoting company.
- Built relationships with external media stakeholders and creative/art organizations in greater New Jersey area; expanded awareness of ReThink's productions, initiatives, and mission.

## CERTIFICATIONS

Certified Associate in Project Management (CAPM), PMI — 2024

## EDUCATION

**Master of Science in Strategic Communications** 2015 - 2017

Liberty University

Bachelor of Science in Mass Communications, Minor in Business  
Virginia Commonwealth University

2010 - 2014

SKILLS

- Blogging
- Social Media Marketing
- WordPress
- Adobe Suite
- Canva
- Asana
- Hubspot
- Jira
- Agile/Scrum
- Final Cut
- AirTable
- SEO
- Adobe Experience Manager (AEM)
- Microsoft Office Suite
- Google Analytics
- Sharepoint
- Public Relations

PROFESSIONAL AFFILIATIONS

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