

# AMELIA MCKITHEN

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## EXPERIENCE

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**PALO ALTO NETWORKS (via The Mom Project), Contract - Remote** August 2023 – Present

***Customer Advocacy Program Manager***

- Oversees Palo Alto Network's Global Customer Advocacy Program, with a focus on executing a multi-platform content strategy (social media, video, thought leadership, press releases) to amplify case studies, drive engagement, and establish brand authority
- Develops customer storytelling standards, writes high-impact case studies, and oversees the production of 50+ regional stories YTD. Conducts insightful interviews with C-suite customers, ensuring a positive and frictionless experience.
- Spearheaded customer stories web refresh, boosting user engagement by 48% YOY with an innovative, video-driven experience across 6 product lines
- Streamlines operations for a geographically diverse advocacy team, fostering collaboration between external agencies, Advocacy Managers, Sales, and Product Marketing teams to ensure project ownership and efficient execution
- Implemented a data-driven KPI tracking system, leveraging Asana and Tableau to analyze program performance

**FUSION CONNECT, Remote** Oct 2020 – Feb 2023

***Customer Marketing Manager***

- Spearheaded the new Customer Advocacy Program and managed the development of compelling stories in the form of written case studies, video testimonials, and event participation with priority customers
- Launched and curated the monthly customer newsletter by writing B2B tech and IT business articles for 15,000 customers and partners with a 21% average open rate
- Built collateral library and trained customer-facing teams to strategically use product brochures, white papers, solution sheets presentation decks, thought leadership, webinar recordings, and executive leadership videos

**GEORGIA-PACIFIC, Atlanta, GA** May 2018 – Jul 2020

***Shopper Marketing Manager – GP Consumer Products***

- Developed and executed integrated marketing campaigns for 6 major CPG brands, driving 24M+ impressions in 4 weeks through targeted ads, social media, and direct mail
- Created compelling B2C content, including editorial articles and ad copy, for external media publications and digital channels
- Managed the development of marketing calendars, creative briefs, and presentations to align with brand and retail objectives

***Shopper Marketing Insights Manager – GP Corrugated***

- Analyzed customer journey and path-to-purchase through qualitative and quantitative market research for in-store displays

**GRAPHIC PACKAGING INTERNATIONAL, Atlanta, GA** Jun 2017 – Mar 2018

***Global Marketing Analyst***

- Wrote and executed the weekly marketing insights newsletter to 200+ employees and their respective customers
- Streamlined weekly marketing insights newsletter for field sales teams and 200+ customers using Pardot to ensure that sales and marketing strategies reflected the changes in shopper behavior in the retail landscape, yielding \$515K in new pitches

**PwC, Atlanta, GA** June 2015 – Jun 2017

***Senior Associate Client Strategist***

- Partnered with sales executives to create a target account ABM strategy, program, and personalized assets for a portfolio of clients in the Financial Services industry that totaled \$25.1M in revenue, helping to drive 50%+ growth in sales for key accounts

**DIXON HUGHES GOODMAN, Atlanta, GA** Apr 2014 – May 2015

***Marketing Coordinator***

- Developed and delivered presentations, training, proposals, and thought leadership materials to a wide range of audiences, including senior management, to create sales opportunities valued at \$210,000

**J. WALTER THOMPSON (JWT), Atlanta, GA** Feb 2013 – Mar 2014

***Assistant Digital Strategist***

- Initiated and authored JWT's Digital Strategy white paper on Snapchat; researched industry and consumer trends to support creative briefs, client recommendations, and brand planning for a portfolio of clients and over \$6M in annual revenue

## EDUCATION & CERTIFICATIONS

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GOOGLE | Project Management Certificate (2024)

UNIVERSITY OF GEORGIA | Master of Business Administration (2018) · ABJ in Advertising (2012) · BS in Psychology (2012)

## ADDITIONAL SKILLS

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B2B & B2C Marketing Campaigns, Program Management, Marketing Analytics, HubSpot, Marketo, Salesforce, Microsoft Office