

AMELIA MCKITHEN

amelia.mckithen@gmail.com | linkedin.com/in/ameliamckithen | ameliamckithen.com | 770-845-1299 | Atlanta, GA

EXPERIENCE

PALO ALTO NETWORKS (via The Mom Project), Remote August 2023 – Present
Customer Advocacy Program Manager, Contract

- Develops and executes a multi-platform content strategy (social media, video, blogs) to amplify customer success stories, drive social media engagement, and establish brand authority through impactful articles
- Owns global customer storytelling, crafting 1-2 high-impact narratives quarterly and overseeing the production of 50+ regional stories YTD
- Streamlines operations for a geographically diverse advocacy team, fostering collaboration between external agencies, Advocacy Managers, Sales, and Customer Success teams to ensure project ownership and efficient execution
- Established a data-driven content ecosystem by implementing a comprehensive tracking and reporting system for global KPIs, enabling analysis of all content performance to optimize future efforts and demonstrate program success

FUSION CONNECT, Remote Oct 2020 – Feb 2023
Customer Marketing Manager

- Spearheaded the new Customer Advocacy Program and managed 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

- Wrote B2C editorial content and ad copy for placement in external media publications, direct mailers, targeted ads, and paid social campaigns to engage shoppers at mass retailers for six major CPG brands
- Maintained an integrated editorial/campaign calendar, produced market analyses, annual marketing calendars, quarterly review presentations, dashboards, creative briefs, and integrated brand campaigns for 14 retail accounts

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 May 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

GOOGLE | Project Management Certificate (2024)

UNIVERSITY OF GEORGIA | MBA in Marketing (2018) • ABJ in Advertising (2012) • BS in Psychology (2012)

ADDITIONAL SKILLS

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