

AMBER ROSE

EXECUTIVE OPERATIONS & BRAND STRATEGY

■ ABOUT ME

Creative and strategic digital partner helping visionary leaders bring bold ideas to life. Blending executive operations, storytelling, and systems design, I turn chaos into clarity—driving growth, engagement, and measurable results across digital platforms.

■ CORE STRENGTHS

OPERATIONS & STRATEGY:

Executive Support · Project Management · Systems Optimization

DIGITAL MARKETING:

Content Strategy · Campaign Development · Email Marketing

CREATIVE PRODUCTION:

Copywriting · Branding · Graphic & Video Design

TECH STACK:

Kit · Canva · WordPress · Squarespace · Google Workspace · Asana
Trello · Later · Monday · Zoom · Slack · Meta Business Suite

■ EXPERIENCE

PROJECT MANAGER & EXECUTIVE VIRTUAL ASSISTANT

Kristine Carlson LLC

April 2018–Present | Remote

- Provide high-level executive & strategic support with a proactive, solutions-oriented approach.
- Lead end-to-end digital launches, and backend retreat management using agile practices and workflow optimization.
- Build and optimize email marketing flows, lead magnets, and sales funnels.
- Plan, create, and manage social media to grow and engage audiences.
- Schedule and analyze newsletter campaigns to improve engagement, retention, and conversions; manage logistics and backend systems for retreats, course launches, and book launches.

DR. PAUL ZEITZ | ACTIVIST, AUTHOR & SPEAKER

Executive Virtual Assistant & Digital Marketing Strategist

November 2023–Present | Remote

- Provide high-level executive support and digital operations coordination.
- Manage multi-platform social media presence, content calendars, and audience engagement.
- Create and implement branded content for web, email, and social platforms.
- Oversee website updates, newsletter development, and campaign deployment.
- Support book launches and event marketing with coordinated publicity and promotional strategy.

■ CONTACT

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 LinkedIn

 Portfolio