

AMANDA FAYER

COMMUNICATIONS STRATEGIST

📞 917.439.0975
✉ amandaerinfayer@gmail.com
in linkedln.com/in/amanda-fayer
📍 1643 6th Street NW
Washington DC 20001

SUMMARY

Evidence-based content specialist with experience serving in a variety of high-impact corporate communications and content marketing functions at public companies and venture-backed startups. Exceptional command of AP, Chicago, and GPO Styles; adept at distilling primary, secondary, and internal data sources into clear and holistic narratives. Quick study and thoughtful team player with outstanding knowledge management and market intelligence acuity.

EDUCATION

| **Columbia University**
Graduate School of Journalism
Master of Science, Journalism
Class of 2014

| **Dartmouth College**
Bachelor of Arts, Government
Class of 2007

SKILLS

| **Professional**
AP, Chicago, GPO Style
Audience Development
Content Management Systems
Copywriting + Editing
Data Science
Deck Design + Development
Editorial Strategy + Branded Content
Event Communication + Planning
Investor Communications
Knowledge Management
Marketing Automation
Media Relations + Monitoring
Narrative Development
Speechwriting + Scripts
Social Trends + Behavioral Research
Technical Writing

PROFESSIONAL EXPERIENCE

DIRECTOR OF MARKETING + PUBLIC AFFAIRS

CG/LA Infrastructure | 03/2018 — 12/2018 | Washington, D.C.

- Partnered with USG, interagency, and corporate clients to optimize public engagement opportunities at firm's Infrastructure Leadership and Blueprint 2025 conferences and initiatives; streamlined press interactions and pitches
- Led set-up, testing and deployment of segmented, event-driven email marketing campaigns; adapted message by audience and industry across 66K+ subscriber, yielded 33.3% increase in avg. monthly click-through rate
- Oversaw strategic production of all digital, social, and print marketing, sales and event materials and assets
- Designed actionable, large-scale tracking surveys with a focus on global infrastructure investment and R&D
- Managed tight production schedules for research reports requiring minimal edits; directed the creation of accompanying information graphics and visuals to highlight critical patterns in regional and sector trends

COMMUNICATIONS CONSULTANT

Freelance | 2012 — 2014 | Washington, D.C. + New York, NY

- Served as creative counsel to a variety of small-to-medium and startup-stage tech, consumer, and literary brands during transition to the District of Columbia
- Created social media, outreach, and audience development strategies to identify revenue and partnership opportunities

DIRECTOR OF MARKETING + COMMUNICATIONS

Verve Mobile | 11/2014 — 06/2016

- Developed critical presentations and RFP responses for CPG, pharmaceutical entertainment, automotive, non-profit and political clients
- Leveraged weather-triggered mobile attribution, regional weather patterns and seasonal averages to close \$1.13M contract with CeraVe
- Oversaw marketing budgets of up to \$1.8M with an emphasis on event sponsorships and targeted thought leadership opportunities
- Developed, scope and deliverables for large-scale research initiative on mobile behaviors among generation Z and the millennial cohort
- Drafted bylines, pitches and talking points on behalf of CEO → generated a 48% increase in media coverage year/year

A M A N D A F A Y E R

SKILLS

Technical

Adobe Analytics
Cision Communications Cloud
comScore MyMetrix
comScore Media Metrix
Data Visualization
Hootsuite Analytics
HTML
Hubspot
Jira
Nielsen Analytics
Omniture
Oracle Database + Open Cloud
Pardot
Salesforce
Sailthru
Web Design
WordPress

AFFILIATIONS + AWARDS

COMMUNICATIONS VOLUNTEER

Faces & Voices of Recovery
Washington, DC | 01/2019 – Present

DIGITAL VOLUNTEER

Smart Recovery NYC
New York, NY | 03/2016 – 05/2017

GENERAL ELECTION POLLWORKER

Board of Elections - City of New York
New York, NY | November 8, 2016

KAPPA KAPPA GAMMA SORORITY CHI EPSILON CHAPTER

Social Chairperson
Dartmouth College | 2005 - 2007

JAMES O. FREEDMAN PRESIDENTIAL SCHOLAR ASSISTANTSHIP*

Department of Geography
Dartmouth College | 2006 – 2007

*Selected from competitive pool of rising juniors who have attained a GPA in the top 40% of 2007 class.

PROFESSIONAL EXPERIENCE - CONTINUED

COMMUNICATIONS CONSULTANT

Dun & Bradstreet | 04/2014 – 11/2014 | New York, NY

- Drafted all press releases and media plans to highlight company initiatives including monthly U.S. Business Economic Health Tracker, earnings, and crisis communications in partnership with investor relations, legal, and ops teams
- Supported company principals with all facets of 26+ print, radio, TV interviews
- Played active role in setting scope of work and deliverables for first major rebrand in DNB's 174 year history; led creation of internal messaging on behalf of CEO

MARKETING MANAGER

Samsung Open Innovation Center | 09/2013 – 04/2014 | New York, NY

- Identified and managed full event lifecycle of high-profile speaking engagements on behalf of David Eun, President; Chief Innovation Officer, Samsung Electronics
- Set and staffed all press briefings; handled information flow and communication policies; partnered closely with Samsung Electronics global communications leads
- Created *Food For Thought*, an invite-only dinner series to seed relationships and source investment opportunities with entrepreneurs in New York and Palo Alto

ASSOCIATE DIRECTOR, CONTENT MARKETING

NewsCred | 01/2013 – 09/2013 | New York, NY

- Editor-in-chief of NewsCred Insights; built and led network of 40+ writers and analysts
- Generated 475K Slideshare views with *50 Stats You Need to Know About Content Marketing*; authored industry-recognized whitepapers on editorial strategy and ROI
- Planned first ThinkContent Summit, an invitation-only gathering of marketing influencers

AOL, INC. | 2010 – 2013 | NEW YORK, NY

CHIEF OF STAFF, CHIEF MARKETING + COMMUNICATIONS OFFICER, AOL

08/2012 – 01/2013

- Communication arm to AOL's CMO, set strategic priorities and quarterly agenda
- Crafted communications strategy for AOL's first rebranding effort in 8+ years with initial media spend of \$5M
- Supported CMO with securing, planning, and staffing speaking engagements across 100+ client events, partnerships and market positioning efforts, resulting in the company's highest stock price since 2009 Time Warner spin-off

PRODUCT MARKETING MANAGER, HUFFINGTON POST MEDIA GROUP, AOL

08/2011 – 08/2012

- Recognized as top performer on 10-person product marketing team: exceeded quarterly advertising revenue goals of \$2.4M by 32% in Q3 2012
- Synthesized predictive analytics, demographic and behavioral metrics; distilled user behavior and site analytics into lucrative \$1.5M custom ad campaigns for Amazon, Citibank, Starbucks, Universal Pictures, Campbell's, among others
- Migrated legacy AOL lifestyle properties to Huffington Post publishing platform, ensuring 100% campaign delivery and advertiser retention
- Performed routine SWOT audits to inform sales + editorial leadership

EXECUTIVE ASSISTANT, PRESIDENT, AOL MEDIA + STUDIOS

05/2010 – 08/2011

- Gatekeeper and body woman to AOL media chief, David Eun: coordinated travel, appointments, interviews, and critical engagements; provided proactive and as-needed logistical assistance at public engagements and all on/off-site functions
- Supported global communications lead with strategic, material, and crisis-oriented talking points on behalf of media chief and direct reports