

AMANDA FAYER

STRATEGIC COMMUNICATIONS + CONTENT LEADER

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EDUCATION

| COLUMBIA UNIVERSITY

Master of Science, Journalism
2012 — 2014

| DARTMOUTH COLLEGE

Bachelor of Arts, Government
2003 — 2007

SKILLS

| Professional

Audience Development
Copyediting
Copywriting
Crisis Communications
Data Analysis
Editorial Strategy
Internal Communications
Investor Relations
Knowledge Management
Pitching
Media Relations + Monitoring
Narrative Development
Search Engine Optimization
Social Media Strategy
Technical Writing

SUMMARY

Evidence-based communications and content strategist and copywriter skilled at crafting compelling narratives that spark action. Excellent strategy and leadership prowess with extensive history collaborating cross-functionally at the highest levels. Highly creative and analytical B2B and B2C marketer capable of evaluating brand positioning and instituting new copy direction accordingly. Expert knowledge of AP, Chicago & GPO styles. Quick study and thoughtful team player with superior market intelligence acuity. Passionate about emerging technology, AI, social impact, community development, and innovations in digital advertising.

PROFESSIONAL EXPERIENCE

ASSOCIATE DIRECTOR, PUBLIC RELATIONS

Wachsman | 10/2022 — 02/2023 | Washington, D.C.

- Led media relations efforts—set strategic roadmap, established tactics, led research—on behalf of web3, blockchain, emerging technology, and B2B clients.
- Managed account teams—mobilized communication efforts + identified mission-aligned thought leadership opportunities tied to long-term goals + media trends.
- Crafted pitches and developed media targets for campaigns and announcements.
- Departed firm due to mass corporate layoffs amid 2022 crypto market collapse.

COPYWRITER

Stride K12 | 05/2021 — 10/2022 | Washington, D.C.

- Created tight, compelling ad copy for earned, owned, and paid media and marketing campaigns including programmatic display and paid social advertising.
- Supported Head of Copy with all marketing + content initiatives—email, social, lead generation, and direct mail—directed at current and prospective customers.
- Worked closely with executive, corporate marketing, and publicity teams to craft the strategy for Stride's #TeachLuv campaign with TikTok and Hallmark.
- Wrote, proofread, and edited scripts for commercial video production and radio.

SOCIAL MEDIA DIRECTOR

Design Army | 05/2019 — 06/2020 | Washington, D.C.

- Oversaw the development of social content on behalf of luxury real estate, hospitality, consumer, and lifestyle clients with a combined following of 1M+.
- Managed a team of four specializing in community management, copywriting, graphic design, trend forecasting, and campaign strategy and execution.
- Served as chief copywriter for all digital content—organic and paid campaigns—as well as in-house and client-related case studies and digital + printed materials.

DIRECTOR OF MARKETING AND 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 annual series of infrastructure leadership conferences while streamlining **press** interactions and pitches for the CEO.
- Drafted program and all communications for Blueprint 2025, a forum featuring senior political, corporate infrastructure, and technology leaders in Washington.
- Yielded 33.3% increase in average email CTR amid 66K+ subscribers.

A M A N D A F A Y E R

SKILLS

| Technical

Adobe Analytics

Adobe Creative Suite

Capterra

Cision Communications Cloud

Comscore

Constant Contact

Figma/FigJam

Gartner

Hootsuite

HubSpot

JIRA

Mailchimp

Meltwater

Miro

Nielsen Analytics

Omniture

Pardot

Salesforce Marketing Cloud

Salesforce Sales Cloud

Squarespace

NetBase Quid®

Wix

Zoho Campaigns

DIRECTOR OF MARKETING AND COMMUNICATIONS

Verve | 11/2014 — 06/2016 | New York, NY

- Refreshed brand and product messaging; guided executive leadership on interview briefings, media strategy, and thought leadership opportunities.
- Oversaw marketing budgets of up to \$1.8M with an emphasis on speaking engagements, public relations, sponsorships + other high-impact initiatives.
- Led the development of strategic presentations for consumer-packaged goods, pharmaceutical, entertainment, automotive, non-profit, and political clients.

STRATEGIC COMMUNICATIONS MANAGER

Dun & Bradstreet on behalf of Hunt & Gather | 04/2014 – 11/2014 | New York, NY

- Actively helped set the scope of work and deliverables for the first major rebrand in DNB's 174-year history; led creation of internal messaging on behalf of CEO.
- Partnered with brand marketing, creative services, IR, legal, and operations teams on revamped communications and ad strategies during prime brand repositioning.
- Drafted media plans and press releases in support of major corporate initiatives—acquisitions, product announcements, quarterly earnings + shifts in leadership.
- Supported company principals and staffed 26+ print, radio, and TV interviews.

MARKETING AND COMMUNICATIONS MANAGER

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

- Set and managed marketing strategies for portfolio companies incubated under the Samsung Open Innovation Center (now Samsung NEXT) accelerator program.
- Built strong cross-functional relationships with key stakeholders and identified market entry criteria and sizing in addition to analyzing campaign performance.

ASSOCIATE DIRECTOR, CONTENT MARKETING

NewsCred (now Welcome via Optimizely) | 01/2013 – 09/2013 | New York, NY

- Served as editor-in-chief of the agency's content marketing arm and insights blog; established, scaled, and managed a network of 40+ content writers and analysts.
- Served as a right arm to the VP of Marketing on all digital marketing efforts.
- Developed and maintained content calendars; led the creation of email newsletters, whitepapers, thought leadership, and social media content to align with sales goals.

CHIEF OF STAFF, CHIEF MARKETING AND COMMUNICATIONS OFFICER

AOL | 08/2012 – 01/2013

- Supported the CMCO in securing, planning, and staffing speaking engagements across 100+ client events, partnerships and market positioning efforts, resulting in the company's highest stock price since the 2009 Time Warner spin-off.

PRODUCT MARKETING MANAGER, HUFFINGTON POST MEDIA GROUP

AOL | 03/2011 – 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 user behavior and analytics to craft custom, scaled advertising campaigns exceeding \$1.5M+, respectively, on behalf of clients such as Amazon, Citibank, Starbucks, Universal Pictures, Campbell's, among others.
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