

Amanda Stephens

Creative communications and advertising professional with experience managing social media, online ads, corporate websites, and newsletters.

EXPERIENCE

Viral Launch, Indianapolis, IN – Paid Search Strategist

July 2019 - March 2020

- Create, monitor, and maintain Amazon Paid Search campaigns
- Design and implement strategies to increase sales and ranking
- Successfully set and manage budgets, bids, and spend levels while optimizing ACoS (Advertising Cost of Sales)
- Maintain effective communication with customers and teammates to ensure accomplishment of sales and team goals
 - Across-the-board rank and sales increases on products as diverse as: cosmetic glitter, vitamin supplements, hair products, and party supplies

Freelance, Remote — Online Advertising Consultant

October 2014 - PRESENT

- Create and maintain Google paid search engine marketing
- Author interesting and interactive Facebook advertisements and posts
 - Facebook Customer #1 saw likes and engagements increase by 110% YOY
 - Facebook Customer #2 saw likes and engagements increase highly post-grand opening
- Reputation management via quick and professional response to poor reviews and/or customer complaints
- Create, maintain, and optimize Amazon Paid Search campaigns to deliver higher conversions and sales

Dominion Enterprises, Indianapolis, IN — Digital Advertising Specialist

February 2019 - July 2019

- Create, monitor, and maintain Google Search Engine Marketing campaigns
- Implement and maintain Google display and Facebook advertising
- Prepare and present monthly reports to automotive dealers regarding the effectiveness of their campaigns
- Maintain effective communication with auto dealers and teammates to ensure accomplishment of sales, dealer, and team goals



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SKILLS

Google Ads certified

Amazon Advertising Sponsored
Ads Certified

HTML coding

WordPress & Google Sites

Hootsuite Certified Social Media
Professional

AWARDS

**Employee Award of
Excellence** Corpus Christi
Caller-Times 2009 & 2013

**2014 Corpus Christi 40 Under
40 Honoree**

OTHER EXPERIENCE

**Community Relations
Consultant, Curogens &
Frontline Foods Indy**

social media and marketing
consultant during COVID-19

**Women and Men's Health
Services of the Coastal Bend**

social media volunteer,
Co-Secretary of Board of
Directors

- Create, translate, and implement Spanish-language Search Engine Marketing campaigns

engage2Learn, Portland, TX — Executive Assistant

March 2017 - February 2019

- Create and publish monthly internal company newsletter
- Build and maintain internal employee portal for sharing information and onboarding
- Update the company website via WordPress and HTML
- Author and post original blog posts
 - Increase of blog subscribers 75% YOY
- Write promotional tweets and emails, including HTML formatting, ConvertKit, HootSuite, and IFTTT
- Ideate and improve marketing goals, messages, and metrics
- Collect and disaggregate focus group data collected via Google Forms, Survey Monkey, Poll Everywhere, and traditional means
- Create and disseminate press releases about events, honors, and new products

Corpus Christi Caller-Times, Corpus Christi, TX — Sales, Online Campaign Specialist

July 2005 - October 2014

- Create and schedule online advertising media including Facebook and display ads
- Ensure full delivery, ad budget spend, and most accurate targeting for all online advertising campaigns
- Prepare and deliver reports to internal and external customers
- Supervision of outbound sales call center
 - Monthly sales of \$30,000
- Work with sales team to accomplish sales goals
 - Highest sales month was 256% of sales goal

EDUCATION

University of Texas of the Permian Basin, Odessa, TX — Bachelor of Arts, Communication (Cum Laude)

October 2016 - August 2018

- President's Honor Roll
- Dean's Honor Roll

Eleven Fifty Academy, Indianapolis, IN — Full Stack Web Developer Bootcamp, end date July 17, 2020