

AMANDA FORD

Content & Social Media
Writing | Design | Communications

239-234-7032
thisisamandaford@gmail.com
Fort Myers, FL, USA

EDUCATION

M.A. Digital Journalism & Design
University of South Florida
2021 - 2022

B.A. Communications
Florida Gulf Coast University
2010 - 2014

PORTFOLIO

www.amandaford-portfolio.com

EXPERTISE

Content Strategy
SEO & AEO/GEO
AI Content Tools
Social Media Management
Brand Strategy
Copywriting
Graphic Design
Project Management
Campaign Execution
Storytelling & Messaging
PR & Communications
Digital Marketing

LINKS

Professional Summary

Content, social media, and brand leader with 10+ years experience shaping digital narratives from concept to completion—strategy, writing, design, and full-funnel campaign management working together as one.

Background spans enterprise tech brands like Rimini Street and Gartner, as well as fast-moving retail businesses like DanaTyler Jewelry. Different industries, different audiences, same outcome: clear, compelling storytelling that performs.

Work Experience

Aug. 2026 - Present
Sparq | Remote (Fractional Contract)
Community Marketing Manager

May 2024 - Present
Rimini Street | Remote
Digital Content Social Media Manager

Dec. 2023 - May 2024
Eptura | Remote
Senior Content Strategist

Jun. 2022 - Dec. 2023
Content Writer & Strategist

Oct. 2019 - Mar. 2022
Gartner | Remote
Communications Specialist

Apr. 2018 - Oct. 2019
DanaTyler | Hybrid
Marketing Communications Manager

Aug. 2016 - Mar. 2018
Destiny Media Corp | Remote
Marketing Program Manager