



# AMANDA FORD

Content & Brand Marketing  
Writing | Design | Communications

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www.amandaford-portfolio.com

Lehigh Acres, FL 33976

## EDUCATION

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

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

## CERTIFICATION

**PCM® Content Marketing**  
American Marketing Association  
2024

## EXPERTISE

Content Writing & Strategy  
Social Media Management  
Adobe Creative Suite  
Brand Strategy  
SEO  
Copywriting  
Digital Marketing

## SOCIAL



## Experience

May 2024 - Present  
Rimini Street | Las Vegas, NV (Remote)

### Digital Content Manager

Oversee the company's web and digital brand presence through an effective content and social strategy. Contribute to web and design content writing and design vision supporting global campaigns. Lead a team, manage budgets, and partner with sales, legal, and HR to strengthen ROI and employer branding.

Jul. 2022- May 2024  
Eptura | Atlanta, GA (Remote)

### Content Strategist & Writer

Strategize and write content about the latest workplace trends. Interview SMEs for thought leadership pieces. Write e-books to support brand awareness and product launches. Regularly partner with other marketing teams, HR, product, and sales departments.

Oct. 2019 - Mar. 2022  
Gartner | Irving, TX

### Communications Specialist

Supported the Peer Insights re-brand after a significant merger. Wrote promotional material for the team, including emails, monthly newsletter, blogs, and video scripts. Wrote social copies, designed social cards, and managed the department's content calendar.

Apr. 2018 - Oct. 2019  
DanaTyler | Naples, FL

### Director of Marketing & Communications

Oversaw and managed all marketing and communications efforts, including a team of employees. Led copywriting, design, and execution for both DanaTyler company websites. Directed all social media initiatives and digital marketing campaigns.

Jan. 2014 - Mar. 2018  
Destiny Media Corp | Marco Island, FL

### Marketing Manager

Wrote social copy and blog posts for businesses. Designed and partnered with outsourced web developers to create and write website content. Was responsible for editing and approving business blog posts and promotional articles.