



AMANDA FORD

Content & Social Media
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

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

SOCIAL



Experience

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

Content & Social Media Manager

Oversee digital brand presence through an effective content and social strategy. Contribute to thought leadership and social initiatives through content writing and design vision that support global campaigns. Serve as lead writer and creative, shaping content strategy, design vision, and storytelling across global campaigns. Manage budgets and partner with sales, legal, and HR to strengthen ROI and employer branding.

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

Senior 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 rebrand following a major merger. Launched promotional materials including emails, monthly newsletters, blogs, and explainer videos. Wrote social copy and video scripts, designed social cards, and managed the department's internal and external communications and content calendar.

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

Director of Marketing & Communications

Oversaw all marketing and communications for a retail brand with eight store locations, managing a team of employees. Built company's marketing function and directed copywriting, design, and execution for brand website. Led social media initiatives and digital marketing campaigns to maintain a consistent, growing brand presence.

○ Jan. 2015 - Mar. 2018
Destiny Media Corp | Marco Island, FL

Marketing Program Manager

Managed marketing campaigns and served as content program manager for multiple client accounts. Wrote blog posts, social copy, and ad copy, and partnered with outsourced web developers to create website content. Oversaw editing and approval of client content to ensure quality and alignment with campaign goals.