



AMANDA FORD

Content Creator &
Marketing Strategist

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📍 Fort Myers, FL 33908

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 Writer

Oversee the company's web and digital presence, including an effective social strategy. Write web and design copy to support global campaigns. Work with marketing, sales, legal, and HR departments to boost company 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

Creative Director

Oversaw and managed marketing and communications, including a team of 4-6 employees. Wrote, designed, and executed both DanaTyler company websites. Headed up all social media 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.