

AMANDA A. DZWILL

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WORK EXPERIENCE

The Sawtooth Group, Red Bank, NJ:

Account Coordinator, February 2016 – September 2016

- Traffic projects through the agency including opening job numbers, writing creative briefs, creating timelines, tracking progress through departments, proofing work and delivering final files for clients such as McCormick, McCormick Canada and Sands Casino Bethlehem
- Manage marketing projects including digital content creation and development of advertising materials and media assets
- Lead weekly client and agency status meetings and manage status reports for clients/agency
- Maintain media schedules and release placements to vendors for outlets such as print, OOH, radio, television and digital marketing

Stratus Interactive, West Chester, PA:

Account Manager, December 2012 – May 2014

- Managed project and retainer clients from start to finish for various B2B and B2C projects including maintaining strategic initiatives, client relationships, budgets, reports, scope of work etc.
- Supervised digital projects such as website design/development/maintenance, banner ads, mobile app development, SEO/PPC, etc.
- Developed, led and implemented media and public relations campaigns, domestically and internationally, including a Spanish language media plan in Mexico for La Quinta Inns & Suites
- Led all integrated marketing efforts and brand management for Boxcar Brewing Company, a local microbrewery
- Copywriting and digital content creation including emails, social media, websites, blog posts, new business proposals, etc.
- Developed, maintained and scheduled social media content on platforms such as Facebook, Twitter, Instagram & LinkedIn
- Planned/executed various B2B/B2C inbound marketing campaigns including creation of landing pages, CTAs, workflows and email campaigns in HubSpot

Stratus Interactive, West Chester, PA:

Marketing Associate Intern, August 2012 – December 2012

COMMUNITY INVOLVEMENT

Penn State Brandywine Alumni Society:

Communications Chair, August 2014 – August 2017

Board Member, June 2013 – August 2014

- Plan, promote and manage fundraising events; maintain social media presence; write and send email newsletters; design flyers, email headers, etc.; maintain and update website

Penn State Lunar Lion Project:

Strategic Marketing Team Member, July 2014 – July 2015

EDUCATION

The Pennsylvania State University (2013)

B.S. in Business Management & Marketing; Graduated Highest Distinction; GPA: 3.97

ACTIVITIES & HONORS

-Global Marketing Study Abroad in Ireland, March 2013

-Inbound Marketing Certification, October 2013

-2013 Smeal College of Business Case Competition presented by Kohl's, Competed March 2013

-Marketing & Advertising Club, The Pennsylvania State University, Co-President 2012-2013

-Student Government Association, The Pennsylvania State University, Secretary 2012-2013

QUALIFICATIONS & SKILLS

Significant creative and technical writing; contributing blogger for Stratus Interactive Blog (August 2012-May 2014)

Experience in website editing through Content Management Systems including Drupal and WordPress

- Microsoft Office Suite
- Windows & Mac Operating Systems
- Basecamp & Asana
- HubSpot
- Google Products
- Adobe Photoshop
- MailChimp, Get Response, Constant Contact