

ANNA K. AMENDOLARE

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PROFESSIONAL SUMMARY

Well-rounded digital marketer knowledgeable in all facets of building and growing an online presence. Over a decade of experience in information architecture, branding, content strategy, web design & development, and social media marketing. Consistent record of delighting clients with results-focused marketing content.

SKILLS

- Adobe Creative Suite
- Graphic Design
- Website Design & Development
- WordPress, Squarespace, Shopify
- HTML 5 / CSS
- Copywriting & Blogging
- Email Marketing
- E-commerce
- MailChimp, Exact Target
- Social Media Marketing

WORK HISTORY

JANUARY 2015 - CURRENT

Graphic Designer / Web Designer & Developer / Digital Marketer | aka*design | Remote

Create visually compelling marketing material that helps clients achieve their desired outcomes.

- Design aesthetically pleasing, solution-focused websites for small business clients.
- Proofread and copy-edit provided website content.
- Build and code websites (including e-commerce) utilizing various website platforms (WordPress, Squarespace, Shopify) and HTML5/CSS.
- Website maintenance and content updates for multiple clients across various platforms.
- Design, write, code, deploy, and track emails, including re-engagement and drip campaigns.
- Create brand identity including logos and print collateral.
- Establish and manage social media marketing campaigns.

AUGUST 2018- MAY 2019; MARCH 2021 - OCTOBER 2022

WordPress Production Assistant | KFF | Remote

- Upload and format/style content including tables, headlines, text, and slideshows on kff.org, closely following established guidelines to maintain consistent, professional appearance of the website.
- Serve as proofreader before website content is made public.

- Create vector-based charts & graphs for website display and social media distribution.
- Collaborate with program staff and digital strategists to determine the best visual strategy to convey data.
- Produce graphics as needed, such as floor plan layouts and logo email banners.

MAY 2013-OCTOBER 2014

Enterprise Email Marketer | Medifast Inc | Owings Mills, MD

- Owner of all email marketing including strategy, production, execution, and analytics for four unique business channels.
- Advise marketing department on email strategy (such as social media tie-ins) and best practices; created mobile-friendly email templates.
- Doubled monthly email sends, creating revenue from email in 2013; quadrupled email sends in 2014 increasing revenue by approximately 25%.
- Implemented automation campaigns including replenishment campaign, cart abandon campaign, and welcome series.

DECEMBER 2009-MAY 2013

Online Marketing Specialist | Arbitron Inc. | Columbia, MD

- Execute email campaigns: create email templates, deploy emails, analyze metrics.
- Advise marketing-communications department on current trends and email best practices.
- Collaborate on marketing campaigns combining social media, web, and email.
- Serve as webmaster backup as needed.

EDUCATION

B.S. Advertising - Creative Track

S.I. Newhouse School of Public Communications, Syracuse University
Syracuse, NY