



AMANDA MANE

DIGITAL MARKETING DIRECTOR

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ABOUT:

Amanda is a 21st Century Digital Marketing Director specializing in automation. Consciously directing brand positioning with over 10+ years experience focused on creating end-to-end solutions. Using research analytics to validate opportunity and direct decisions.

Often you will find Amanda building omni-channel strategies, leveraging social media partnerships, paid ads, and email marketing protocols. The alignment to long-term goals require collaboration across the marketing and communications teams, including: creative, content and copy.

EXPERIENCE:

GREYSTONE HOTELS / Marketing Manager **MARCH 2018 - PRESENT, SAN FRANCISCO, CA**

Managing internal and external communications across teams to execute marketing strategies, leveraging vendor relationships to benchmark KPIs across the portfolio. Working with hotel teams to maintain up to date web content. Responsible for preparing PR regarding new partnerships and promotions. Using stylized micro and short form copywriting for loyalty emails, display ads and print, while using long form on websites to convey each boutique's personality. Utilizing ppc, google analytics, email marketing, design and A/B testing to enhance ux and track production.

LOTUS FOODS INC / Marketing Coordinator **MARCH 2016 - NOV 2017, RICHMOND, CA**

USA & CAN brand management: developed field marketing teams, updated monthly newsletter, maintained brand standards for promotional designs for digital and print uses including: FDA labeling, recipe creation coupons, video production. Maintained distributor promotional calendar to mirror social posts, influencer/partnership management, and collateral creation.

FORAGER PROJECT / Marketing Associate **MARCH 2015 - MARCH 2016, SAN FRANCISCO, CA**

Working regionally to launch new beverage lines into the natural food space by developing northern CA field marketing teams to aggressively increase impression share. Authored a field marketing training guide to include speaking points to be used with approaching customers.

FRONT & CENTER MARKETING / Experiential Marketing **MARCH 2012 - MARCH 2015, SAN FRANCISCO, CA**

Developed field marketing strategy for regional teams of 6 or more. Coordinated activations at large events for 3k+ participants. Wrote activation training guides for new employees, scripted conversations and prepared boilerplate responses for FAQ. Communicated with warehouse and delivery teams to maintain FIFO of inventory. Liaison between vendors and brands for print, swag and wearables.

SKILLS:

Testing: Multivariate, A/B

Business Plan Development:
Branding
Copywriting
Design

Data Analytics
Trade Shows
PR
Project Management

Web Development:
Content
SEO/SEM/PPC
Social Media

Email Marketing Automation:
Trigger, Drip, Promotional, Transactional, Cart Recovery, Deliverability Health

PROGRAMS:

ADOBE CC: Illustrator, Photoshop, InDesign

CENDYN: Hospitality Email Client

WORDPRESS: Website Blog Host

MS OFFICE: Excel, Word, Powerpoint, Outlook, Calendar

GSuite: Sheets, Documents, Shared Folders, Forms

CMS: Milestone

CRM: Benchmark, Revinate, Cendyn, MailChimp, Eloqua

PMS: Sabre/Synxis, WebRez, StayNTouch