

## **AMANDA EVA JUNGLES**

7421 Olivetas Ave, San Diego, CA 92037 [amandaevajungles@gmail.com](mailto:amandaevajungles@gmail.com) 786.239.8041

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### **QUALIFICATIONS SUMMARY**

Self-motivated professional with 7 years of marketing and business development experience. I am dependable, innovative, ethical, highly creative, confident, poised, and energetic in written and oral interactions. I have superior interpersonal skills and the ability to lead cross-functional teams. Proficient in MS Office Suite; Adobe Creative Suite, Google Analytics, WordPress, Workfront and Deltek Vision.

### **PROFESSIONAL EXPERIENCE**

#### **Competitor Group, Inc.**

San Diego, California

*Regional Marketing Strategist* (June 2015-Current)

- Generating and converting demand for the Rock 'n' Roll Marathon Series brand (24 domestic events), including developing email marketing campaigns, pricing strategies, analyzing industry trends and brand-specific trends, reviewing year-over-year and week over week marketing plan comparisons and managing third-party purchasing platforms.
- Collaborating with event management, registration, partner activation, operations and executive teams to initiate and oversee all promotional campaign strategy and execution.
- Develop, analyze, and manage market conditions and trends to create customized 52-week multi-channel marketing plans, manage brand positioning and internal brand standards for the marketing of Rock 'n' Roll Marathon Series events (15,000+ participants per event).

#### **Raymond Jungles, Inc.**

Miami, Florida

*Marketing and Business Development Director* (May 2009-June 2015)

- Provided firm-wide quality control and supervision of the project management team's marketing initiatives including standardizing proposal language and deliverables per phase, standardizing specifications and title blocks, drafting additional services agreements and performing QA/QC for Schematic, Design Development, Construction Documentation sets (50% and 100% completion).
- Cultivated potential client leads including initial potential client contact, screening and research, analysis of project data, drafting project design schedules and budgets via Deltek Vision and past project budget to actual reporting, and prepared RFQ/RFP documents for private and public sector projects of varying scales and complexities.
- Reviewed and approved month-end invoicing for 40+ clients, reviewed financial director's contracts-in-force summaries, bi-weekly financial summaries, monthly utilization reporting, employee billability, performed escrow/operating transfers and managed vendor contracts, reimbursable expenses and corporate credit card accounts.
- Created marketing strategies to position the firm for long-term growth including preparing national industry award submittals (AIA/ASLA), designing and directing the development of the firm's website platform including implementing content management through WordPress, evaluating metrics from Google Analytics, and managing national speaking engagements for the firm's founding principal.

#### **Ericks Consultants, Inc.**

Tallahassee, Florida

*Governmental Relations Coordinator* (January 2008-May 2008)

- Represented public and private sector clients before the Florida Legislature. Analyzed and interpreted implications of proposed legislation, tracking and researching bill and amendment language to facilitate client objectives, compiled weekly legislative reports regarding the status of key bills and funding changes.
- Maintained supportive relationships with key legislators, clients and liaisons and strengthened knowledge of constituents' concerns through research of political media outlets, broadcasts and professional networking.

### **EDUCATION**

**Florida State University, Tallahassee, Florida** (May 2009)

B.A. in Public Relations, College of Communications, Minor in Spanish