

# AMANDA TINKLEMAN

# CONTACT

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## SKILLS

- Social Media AP Style
- MS Office Suite InDesign
- Google Analytics AP Style
- Squarespace Hootsuite
- HTML Interviewing
- Content Marketing Certified

# **KEY COURSEWORK**

- Creating Online Content
- Writing & Digital Media
- Consumer Behavior
- Marketing Research
- Professional Writing
- Technical Editing & Style
- Document Design

## **EDUCATION**

#### VIRGINIA TECH

B.S. Marketing Management
B.A. Professional & Technical Writing
Honors College, GPA: 3.66
Expected Graduation Spring 2019

## **EXPERIENCE**

#### CHIEF MARKETING OFFICER

VT PRISM | March 2018 - Present

- Manage day-to-day business of this student-run marketing agency through the Pamplin College of Business
- Oversee digital strategy and account management for clients such as First & Main, Smithfield, and The Virginian
- Facilitate and secure new business through meeting with clients and writing proposals

**Past roles:** Director of Copywriting, Webmaster, Social Media Strategist, Copywriter

## **DIGITAL & SOCIAL STRATEGY INTERN**

RedPeg Marketing | May - August 2018

- Produced activation and content calendars for keeping social channels updated
- Worked with brands like Geico, Capital One, Dish TV, and Jagermeister
- Created comprehensive business plan and pitch for Airbnb as my final project

#### COPYWRITER

Pamplin College of Business | May 2017 - March 2018

- Wrote articles highlighting the Pamplin College of Business to be published on Pamplin.vt.edu
- Portfolio includes highlighting successful student-run companies from Virginia Tech and covering major Pamplin events

## MARKETING INTERN

SHRM Foundation | May 2017 - August 2017

- Created comprehensive social media style guide and content calendar encompassing best practices for further engagement on Twitter, Facebook, and LinkedIn
- Attended SHRM Annual Conference as booth lead in exhibition hall and annual luncheon facilitator

## **ACTIVITIES**

Gamma Phi Beta Sorority, Former Date Party Chair | January 2016 - Present Sigma Tau Delta, English Honors Society | March 2018 - Present Her Campus, Writer & Editor | February 2016 - Present Collegiate Times, Lifestyles Staff Writer | October 2015 - February 2017