**ampieschke@gmail.com 989.245.5700**

**TECHNICAL SKILLS**

HTML5

CSS3

JavaScript || JQuery

Node.js || React.js

MySQL || MongoDB

Git

**OTHER SKILLS**

Report Building and Data Analyzation

Google Analytics Certified

Email Automation

CRM Proficient

Copywriting and Content Generation

Department Collaboration

Adobe Creative Cloud

Ability to Handle Multiple Tasks at Once

**EDUCATION**

**CERTIFICATE – MICHIGAN STATE UNIVERSITY**

**East Lansing, MI, 2020 – Present**

• Full Stack Coding Bootcamp

**BBA – NORTHWOOD UNIVERSITY**

**Midland, MI, 2005 – 2009**

• Triple Major – Advertising, Marketing, and Business Management

• Minor – Language Arts

• London Study Abroad Program

**PROFESSIONAL EXPERIENCE**

**Digital Marketing Manager – Outdoor Adventures**

**Bay City, MI, 2016 – Present**

* In addition to my marketing duties I’ve kept our website html relevant and up to date.
* Build out back end logic and workflows for email triggers.
* Initiate and maintain paid social media advertising on Facebook and Instagram accounts for Outdoor Adventures and two sister companies. From start to finish I ensure relevant setup, targeting, copy, and effectiveness.
* Analyze Facebook Business Manager and Salesforce CRM to construct reports for paid social campaign budgets, creative, and targeting on a daily basis and make necessary changes based on trends, analytics, and A/B testing.
* Head email marketing efforts including creative development, targeting, automation, and list maintenance via Salesforce Marketing Cloud.

**Campaign Manager – MLive Media Group**

**Saginaw, MI, 2015 – 2016**

* Actively managed relationships with advertising clients as a key point of contact for reporting, making recommendations, campaign optimization and refinement.
* Setup and monitored SEM campaigns, digital impressions, and paid Facebook campaigns. Created and maintained databases to track campaign deliverables, budgets, and effective pacing.
* Supported the sales team as a digital product specialist, certified analyst, and educator to help provide the most appropriate advertising solutions to match client needs.
* Brainstormed and facilitated creative, orchestrated A/B testing, ensured that proofs were ready and approved in a timely manner.

**Research Specialist – Walt Disney World Consumer Insights**

**Lake Buena Vista, FL, 2013**

* Compiled guest demographic information and feedback on various aspects of the Walt Disney World theme parks and resorts.
* Participated in multiple ad-hoc studies on new attractions and offerings including testing and collecting guest input that lead to the creation and execution of the new Star Wars: Galaxy’s Edge area.