**Amanda Nicosia**

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**EXPERIENCE**

* Samples: [**Blog**](https://forbusiness.snapchat.com/blog/6-mobile-commerce-trends-to-watch-for-in-2022) **|** [**SEO Blog**](https://forbusiness.snapchat.com/blog/snapchat-ads-manager-metrics-how-to-define-and-monitor-kpis) **|** [**Website**](https://forbusiness.snapchat.com/advertising/pricing) **|** [**Success Story**](https://forbusiness.snapchat.com/inspiration/valyou-furniture) **|** [**Case Study**](https://drive.google.com/file/d/1I1O3zctB41Ykv0GuaKhrBtNFrP0WVcZv/view?usp=sharing) **|** [**Brochure**](http://s7d2.scene7.com/is/content/Caterpillar/CM20181204-72927-52680) **|** [**Video Script**](https://forbusiness.snapchat.com/how-to-upload-a-product-catalog-on-snapchat)

**SMB Marketing Content Writer** | Snap Inc. (CW via Insight Global): 2021 – Present

* Content writing for blogs, case studies, website, and video that drives engagement and action
* Creating long-form and short-form copy to educate brands on the benefits of advertising
* Writing compelling copy aligned to brand guidelines using Snap’s unique voice and tone
* Optimizing content using SEO best practices to enhance organic search and engagement

**Senior Content Writer** | Eastridge Workforce Solutions: 2021

* Content writing for blogs, case studies, press releases, eBooks, website, and campaigns
* Blog and social management, strategy, SEO-driven content, KPIs, and editorial calendar
* Content and inbound marketing focused on campaigns, metrics, and the buyer’s journey
* Establishing DE&I initiatives and content campaigns for diversity and inclusion

**Content Specialist** | TigerConnect: 2020 – 2021

* Content writing for blogs, case studies, data sheets, reports, articles, awards, and events
* Simplifying technical concepts into story-driven narratives that resonate with audience
* Blog and social media management, content, strategy, SEO, KPIs, and editorial calendar
* Launched new advocacy program, brand campaigns, and project management guidelines

**Copywriter** | Cain & Company: 2018 – 2019

* Copywriting and content development for blogs, website, ads, testimonials, and catalogs
* B2B and inbound marketing focused on branding, content strategy, and lead generation
* Launched new company blog, content, strategy, SEO, KPIs, and buyer personas
* Social media strategy, content, campaigns, scheduling, and analytics

**Marketing Specialist** | Clock Tower Resort | RFD Airport | PBC Linear: 2014 – 2017

* Content writing for social media, blog, SEO, ads, and website
* Social media content, calendar, strategy, and analytics
* Brand guidelines, website, and campaign management
* Developed marketing campaigns and content for digital and print

**EDUCATION & CERTIFICATIONS**

* Bachelor’s Degree, Marketing | Rockford University, 2013 | Magna Cum Laude Honors, Dean’s List

**PROGRAMS & SKILLS**

* Windows, Mac, Google Suite, HubSpot, Asana, Adobe Creative Cloud, Microsoft Office
* B2B marketing
* Blog writing
* Brand strategy
* Content marketing
* Content writing
* Copywriting
* Inbound marketing
* SEO writing
* SMB marketing