

AMANDA CHRISTINA DICANIO
630.460.1027 | AmandaDiCanio@gmail.com

A goal-oriented and multi-faceted communications professional with five years of experience in marketing and account management. Highly skilled in building and maintaining relationships, customer service, exceptional writing, interpersonal and organizational communication. Well versed in coordination, implementation and delivery. Adept at assessing needs, generating options, implementing solutions and team collaboration. Experienced in business, relationship and account management.
Relocating to Dallas, Texas.

Technical Skills

Macintosh, PC, MS Word, MS PowerPoint, MS Outlook, MS Excel, Pages, Keynote, Prezi, WordPress, Salesforce, Adobe Photoshop, Adobe InDesign, Oracle Eloqua, Google Drive, Google Sheets, Gmail, Lotus Notes, SharePoint, QuickBooks, Dropbox, WebEx, LinkedIn, Facebook, Instagram, Twitter

Professional Experience

Hearing Help Express an IntriCon Company

Jan 2019-Present

Marketing Communications Coordinator

- Coordinates marketing processes with affiliate manager, eCommerce manager and advertising manager
- Creates local and national newspaper and magazine advertisements
- Manages company social media platforms; increased engagement 50% in first month
- Writes content for company website, marketing campaigns and publications
- Coordinates trade show materials and travel
- Manages retail store Hearing Help Plus website and social media pages, event planning
- Assists in coordination and design of product photoshoots

Country Financial

Feb 2018-Sep 2018

Account Manager & Exclusive Agent

- Managed auto, home, life and health insurance policies for new and existing clients
- Sold auto, home, life and health insurance policies to new clients
- Prepared insurance quotes, educational material and presentations for prospective clients
- Managed and maximized leads via Salesforce
- Utilized social media platforms to maximize networking and overall impressions
- Completed advanced continuing education at Country Financial corporate headquarters
- Completed Long Term Care Insurance Licensing
- Licensed Producer: Property, Casualty, Life and Health November 2017

Trade Risk Partners, Inc. for Coface in North America

Feb 2016-June 2017

Account Manager

- Headed broker desk for Chicago Agency, responsible for 200+ trade credit insurance policies valued \$300 M
- Handled all communication with brokers for renewal and new business policies
- Managed company Salesforce database by inputting and organizing leads
- Hosted Salesforce training and lead education for in-house and external agents and account managers
- Responsible for underwriting buyer coverages and modifying existing credit limits
- Hosted Cofanet webinar trainings for policyholders and brokers
- Negotiated renewal and new business policy terms between brokers and underwriters
- Responsible for policy documentation: quotes, policy terms, endorsements and premium invoices
- Responsible for collecting and processing insurance premiums
- Held quarterly broker meetings to grow lines of communication, strengthen relationships & strategize solutions

Globe Union**May 2015-Feb 2016***Gerber Plumbing Fixtures Marketing Coordinator*

- Responsible for executing marketing processes vital to Gerber brand development
- Developed and executed marketing campaigns, wrote copy, design trend emails and e-blasts
- Managed Gerber co-op program representing millions of dollars in wholesaler accounts
- Coordinated marketing literature and promotional items
- Managed and created educational course content for buying groups
- Managed relationships and communication with sales reps and wholesalers
- Responsible for Gerber Avalanche event; promoted Avalanche toilet over a 6 month period culminating in a grand prize raffle of a Harley Davidson motorcycle
- Assisted in coordination and design of product photoshoots
- Collaborated with product marketing, project management and digital marketing teams

Stevens & Tate Marketing**June 2014-Dec 2014***Marketing Coordinator*

- Responsible for administrative and reception duties
- Set up and prepared in-house client meetings
- Generated material for new business engagements, prospecting
- Created and delivered company presentations; assisted the account service, creative and media departments
- Integrated into the Attraction Marketing Team; completed Sandler Sales Training

Education**Sep 2010-Nov 2013****DePaul University**

Bachelor of Arts, Communications and Media Studies

Internship Experience**AYCD Chicago, Social Media Intern****Aug 2013-April 2014**

Managed social media sites. prepared promotional activities, attended company launch initiatives.

IPAA, Marketing Intern**Jan 2013-March 2013**

Promoted talent agency and various programs through telephone guerrilla marketing, grew sales leads by 40% in first month.

Shear Greatness, Inc., Marketing Intern**March 2012-July 2012**

Created a unique marketing strategy increasing customers by 30% in 2 month period, managed customer loyalty program

References available upon request