

Amanda Martinek

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632 S. Loomis Ave Apt. B Fort Collins, CO

PROFILE

Passionate and innovative digital marketer with an entrepreneurial spirit. Creates objective-driven digital campaigns for international, national and local companies and brands. Carves new pathways to conversion via digital targeting, partnerships, storytelling and data-driven insights.

CLIENTS include Mammoth Mountain Resorts, Big Bear Mountain Resort, Visit Big Bear, Ikon Pass, Alterra Mountain Company, DC Shoes, Blundstone USA, ASICS, Onitsuka Tiger, Diamondback and Raleigh Bicycles, Stone Brewing Co and Evolution Nutrition.

EDUCATION

COLORADO STATE UNIVERSITY, M.S. Public Communication and Technology – Fort Collins, CO
UNIVERSITY OF CALIFORNIA, SAN DIEGO, B.A Communications & Writing – San Diego, CA
UNIVERSITY OF MELBOURNE, Study Abroad – Melbourne, Australia
UNIVERSITY OF SUSSEX, Study Abroad – Brighton, England

PROFESSIONAL EXPERIENCE

Colorado State University – Fort Collins, CO

August 2018 – Present

Graduate Teaching Assistant (August 2018 to present)

- I am a Graduate Teaching Assistant in the Department of Journalism and Media Communication for the Fall Semester 2018 for the course JTC211 - Visual Communication.
- My role is to plan and run the labs based on objectives and assignments
- Provide students technical assistance with their projects via meeting requests & office hours
- Grade major projects and in-lab activities
- Guest lecture on occasion

85SIXTY – Del Mar, CA

March 2013 – Present

Director of Social Media / Digital Marketing Strategist (May 2016 to present)

- Provide strategic social and digital media recommendations, proposals, plans and executional tactics on a project basis
- Manage client's paid social advertising planning, strategy, execution and reporting
- Lead the development of client objectives and ongoing strategic marketing direction
- Manage cross-agency integrated marketing programs that combine strategic thinking, content development, paid media, social media and analytics
- Maintain solid client relationships and ensure deliverables meet business objectives
- Lead regular client presentation and spearhead consistent reviews of analytics, competitors, industry trends and best practices

Director of Social Media (March 2015 to April 2016)

- Plan and execute 360 digital marketing and social media campaigns
- Develop original content, accelerated through experiential, partnerships & native ads
- Allocate paid social budgets, conduct A/B testing, optimize targeting and creative
- Build marketing calendars to execute content and brand strategy
- Manage a diverse team of content creators and community managers
- Report analytics-based media insights to help achieve client success

Social Media Strategist (March 2013 to February 2015)

- Create, implement and assess social media strategies in integrated marketing efforts
- Manage client's day to day social media channels and communities
- Measurement, analysis, tracking and reporting of client data
- Social media content creation – photography and Adobe creative suite

ListenSD – San Diego, CA

March 2013- May 2016

Editor in Chief | Senior Staff Writer

- Manage a team of 20+ contributors to provide live concert coverage in San Diego
- Produce written and visual content for our website and social media channels
- Copy edited and provided editorial direction for all content on ListenSD.com
- Produce social media and email content

Surfdog Records - Encinitas, CA

Jan. 2013- Mar 2013

Social Media and Marketing Intern

- Content creation and community management of artist and record label social media
- Brainstormed and proposed viral marketing campaigns and online promotions

TransWorld SURF - Carlsbad, CA

Jun. 2012- Sept 2012

Editorial Intern

- Developed and edited news stories, blogs, product reviews and social media content
- Conducted and transcribed interviews with athletes and influencers
- Produced event coverage within the surf and action sports community

102.1 FM KPRI – San Diego, CA

April 2012 - Sept 2012

Promotions and Marketing Intern

- Managed on-site promotional radio events
- Produced website and social media content
- Wrote artist proposals and worked with music venues on promotional opportunities
- Sent target e-mails, writing copy and marketing to specific audiences

UCSD Guardian - La Jolla, CA

Nov. 2008- June 2012

Senior Staff Writer, Arts & Entertainment

- Wrote weekly music/film reviews, interviews, and features on a strict deadline
- Conducted and transcribed interviews with artists, musicians and filmmakers

On-Air Radio Show Host

- Hosted a weekly radio show on UCSD's student run radio station KSDT
- Show 1 – "A Spot of Tea" – music from England
- Show 2 – "Vegemite Toast" – music from Australia
- Show 3 – "Salty Surf Jams" – surf rock from Southern California

VOLUNTEER EXPERIENCE

Oceanside SOAR – Oceanside, CA

Sept 2017 - current

Volunteer and Social Media Coordinator

- Manage organic and paid social media efforts of political action group SOAR, which stands for "Save Our Agricultural Resources". The goal of the organization is to save open space, public parks and agricultural land in Oceanside, California.

Traveling Stories – San Diego, CA

Jan 2015 – Jan 2016

Volunteer

- Read to elementary school children at Farmer's Markets
- Help fundraise campaigns to purchase children's books in foreign countries

Big Brother Big Sister – San Diego, CA

Jan 2015 – Jan 2016

Big Sister

- Mentored a high school senior from a low-income neighborhood
- Took my little sister on monthly cultural and entertaining outings in the community

Brother Benno's – Oceanside, CA

Jan 2015 – Jan 2016

Volunteer and Social Media Coordinator

- Volunteered on-site at the soup kitchen with food distribution, facility decoration and sorting donations
- Created and managed social media accounts
- Wrote articles for monthly newsletter – interviewing community members

SKILLS

- Social Media Marketing
- Paid Social Media
- Digital Marketing
- Advertising
- Brand Development
- Content Development
- Adobe Creative Suite
- Blogging
- Writing
- Copy Editing
- Microsoft Office
- WordPress
- Google Analytics
- Client Relations
- Team Leadership
- Strategic Communication
- Data Analysis
- Competitive Analysis

ACCOMPLISHMENTS

The Craft of Novel Writing – Fort Collins, CO
Front Range Community College

Sept 2017 – Nov 2017

Smart Cycling Certification – Fort Collins, CO
The League of American Cyclists

Oct 2017

Wilderness First Aid Certification – San Diego, CA
NOLS Wilderness Medicine, License 11686

April 2017 – Oct 2019

Novel Writing 1 – San Diego, CA
UCSD Extension

Jan 2017 – April 2017