



Amanda Cameron

MARKETING & PUBLIC RELATIONS SPECIALIST

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 amandacameronmarketing.com

EDUCATION

2016 - GEORGIA SOUTHERN UNIVERSITY

BS, Public Relations; Marketing Minor

EXPERIENCE

2024 - PRESENT

MARKETING DIVISIONAL SPECIALIST

THOMPSON MACHINERY

- Collaborate with divisional leadership to devise a full year marketing plan to best support their goals
- Manage all marketing campaigns for my respective divisions
- Created marketing assets for each campaign, including email campaigns, digital displays, in-store signage, flyers, and social media ads
- Create social media content with the goal of representing my divisions and the great work their teams are accomplishing
- Work with sales representatives within my divisions to come up with the best ways to support their efforts
- Develop ROI reports on each marketing campaign in order to improve upon future marketing campaigns
- Plan and execute events showcasing the talent of our team of technicians
- Manage digital marketing campaigns for my divisions, including PPC, display ads, and social media ads

2021-2024

E-BUSINESS SPECIALIST

YANCEY BROS. CO.

- Devised and executed marketing campaigns to drive online parts ordering, resulting in a growth from 4% user adoption rate to over 20%
- Achieved consistent annual growth of over 20% in online dollars spent per customer
- Managed a team of interns, providing guidance and mentorship to enhance their skills
- Produced and edited engaging and informative videos for use on social media
- Managed social media for online ordering, resulting in increased engagement and brand visibility
- Crafted email campaigns with an exceptional open rate of over 20%, significantly boosting customer engagement and revenue
- Developed strategy for the yearly digital marketing plan, resulting in achieving Silver Status in Digital Excellence

2020-2021

PUBLIC RELATIONS COORDINATOR

GEORGIA TRIAL ATTORNEYS AT KIRCHEN AND GRANT

- Managed all social media accounts, implementing video-forward strategies that led to a 50% growth in engagement
- Designed Facebook Ad Campaigns that achieved an average of 5,000 impressions per campaign
- Spearheaded the production, writing, and editing of engaging video content
- Collaborated with client liaisons to enhance client experiences, providing valuable insights and implementing improvements in the client journey