

# AMBER STACHITUS

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🌐 [Amber's Profile](#)  
🏠 Salt Lake City, UT

## WORK EXPERIENCE

### SR. COPYWRITER & TEAM LEAD - Cricut, Inc.

South Jordan, UT

#### Jan 2018 - Present

We mold core messaging for our platform & products out of industry & demographic research, validating through focus groups, user testing, and analytics. I help my team operate at "cheetah speed" by assigning work based on individual strengths, implementing process improvements, strategic goal setting, and recognition programs. I deliver assets and oversee continuity for large-scale campaigns and international product launches on a regular basis.

### ENABLEMENT / CHANGE MANAGEMENT STRATEGIST - Workfront

Lehi, UT

#### Jun 2017 - Dec 2017

I used creative content, humor, supporting collateral, and strategic outcomes to roll out multi-phase consultant training. Focusing primarily on adoption, we reinforced initial learnings with internal drip-marketing campaigns and incentive programs. I also created keynote presentations and helped develop personal brand voice for leadership.

### HEAD OF MARKETING - Divvy Pay, Inc.

Salt Lake City, UT

#### Nov 2016 - Jun 2017

I dove into the startup sphere primed to establish an authentic brand voice and a robust SEO/marketing strategy to cut through noise in the B2B FinTech space. I led my team to transform stale, tech-heavy communication into engaging marketing materials, industry articles, press releases, and an education-focused website.

### CONTENT / SEO MANAGER - Traeger Grills

Springville/SLC, UT

#### Jul 2014 - Feb 2016

I tackled invigorating their long-established brand with a fresh voice, igniting the spark of their cult following into an inferno, developing their marketing strategy, storyboarding, scripting, and art-directing video shoots. I collaborated with a small - but brilliant - team of coordinators, writers, chefs, videographers, and designers.

### CONTENT STRATEGIST / COPYWRITER - Freelance Contractor

Salt Lake City, UT

#### 2009 - Present

Whether the company has a clearly defined brand voice or needs more sculpting, I show no fear and hit the ground running. I dominate at print, web, POP, marketing assets, internal education courses, video scripts, manifestos, voice & style guides, or anything else that companies throw my way.

## EDUCATION

### MASTER OF MUSIC

UNIVERSITY OF UTAH  
2012 - 2014

Becoming a Master in Opera cultivated my ability to execute extensive research, which informs my writing, meticulous attention to detail, and focused performance to this day.

### BACHELOR OF MUSIC

UNIVERSITY OF CO, BOULDER  
2003 - 2007

In addition to music, I have dedicated myself to studying language, literature, psychology, and human behavior. I apply that lifelong learning to creating engaging content and managing relationships.

## ACCOLADES

### AIGA FEATURED PROJECT

ALLWEST.COM  
2015

Creative Director: Liz Stucki

Art Director: Kyle Harris

Developers:  
Dale Painter & Eric Smith

Copywriter: Amber Stachitus

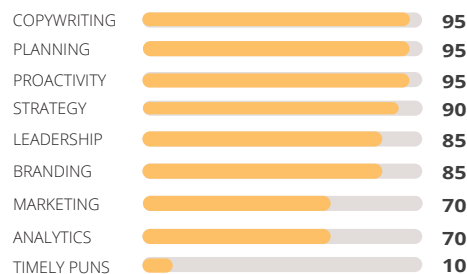
## WHO AM I?



## INTERNATIONAL EXPERIENCE



## PROFESSIONAL SKILLS



## LANGUAGES

