


Amanda L. B. Hughes

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 LinkedIn available upon request

PROFESSIONAL SUMMARY

Strategic Marketing and Communications Leader with 15+ years of cross-sector experience in brand development, content strategy, digital marketing, and political communications. Proven ability to lead high-impact campaigns, grow audience engagement, and manage multi-channel marketing initiatives. Adept at creating compelling content that drives conversions and builds brand loyalty. Skilled in nonprofit growth, grassroots advocacy, and performance analytics.

CORE COMPETENCIES

- Content Strategy & Creation
 - Digital Marketing & SEO
 - Email Marketing Campaigns
 - Cross-Channel Communications
 - Social Media Management
 - Public & Media Relations
 - Graphic Design & Visual Storytelling
 - Marketing Automation & CRM
 - Copywriting & Editorial Oversight
 - Stakeholder Engagement
 - Strategic Planning & Budget Management
 - Team Leadership & Talent Development
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EDUCATION & CERTIFICATIONS

BA in Communication (Advertising Emphasis) – University of North Dakota

BA in International Studies – University of North Dakota

Diploma in Online Marketing – The Shaw Academy, *Graduated with Highest Honors*

PROFESSIONAL EXPERIENCE

State Director/President

Moms for America | Remote | 2023–Present

- Spearheaded brand growth across Minnesota; created a scalable marketing framework that drove statewide engagement.
- Developed content strategy for digital platforms, resulting in significant membership growth.
- Designed and implemented annual public affairs and event marketing campaigns.
- Directed lobbying communications and public statements at the state and federal levels.
- Launched and marketed a new 501(c)(3) brand identity for the MN chapter.

Executive Director (Marketing & Tourism)

Thief River Falls Convention & Visitors Bureau | 2020–2023

- Led destination branding, content creation, and PR strategy for tourism development.
- Designed digital and print media campaigns that increased annual tourism inquiries by 40%.
- Partnered with community stakeholders to expand digital presence and brand visibility.
- Managed all communications, creative direction, and board relations.

Campaign Manager & Communications Director

Dave Hughes for Congress | 2016–2020

- Directed communications strategy for 38-county federal campaign; secured endorsement from President Trump.
- Led email marketing, content writing, and media production for outreach and fundraising.
- Oversaw social media strategy, increasing engagement 200% during campaign peaks.

Marketing Director

Attachment Parenting International | 2014–2016

- Managed all email marketing, media relations, and content development.
- Developed advertising and editorial partnerships that boosted nonprofit visibility.

Marketing Manager

Aatrix Software | 2012–2014

- Led B2B marketing strategy including product copywriting, campaign automation, and partner acquisition.
- Produced conversion-focused digital content and coordinated media outreach.

Social Media Manager

Canyon Ridge Christian Church | 2011–2012

- Managed content calendar and audience engagement for a 6,000+ member church community.
- Monitored analytics and optimized social campaigns for reach and response.

Marketing Consultant (Top Graduate)

The Old Schoolhouse Magazine | 2010

- Produced white papers, digital sales sheets, and PR content; earned marketing consultant role from coursework.

Media Director & Account Manager

Anchor Marketing | 2008–2010

- Directed media buying, campaign planning, and PR for agency clients.
- Led creative production and marketing deliverables across print, digital, and broadcast.

Communications Specialist

CC Stephens & Co. / NH High Tech Council | 2006–2008

- Created integrated marketing plans and wrote persuasive B2B and B2C content.
- Managed web content, press releases, and collateral development.

POLITICAL & ADVOCACY LEADERSHIP

Affiliate Chair – Republican Party of Minnesota (2025–Present)

State Liaison – Moms for America (2023–Present)

Campaign Manager – Dave Hughes for Congress

Fundraiser – Royce White for US Senate, Dave Hughes for Congress

Board Leadership – Aurora Resource Center, MNFRW, County GOP

Key Roles – Social Media Director, Marketing Chair, Event Planner, Email Marketing Manager

Strategic Contributions:

- Oversaw large-scale grassroots mobilization and regional branding
- Built messaging for endorsements and events
- Produced digital content for email, social, and fundraising platforms

TECHNICAL SKILLS

- Adobe Creative Suite (Photoshop, InDesign)
- Canva, Figma

- WordPress, GoDaddy, Wix, HTML/CSS basics
 - Hootsuite, Buffer, Meta Business Suite
 - Mailchimp, Constant Contact, Substack
 - CRMs: HubSpot, NationBuilder
 - Google Analytics, SEO tools
 - Microsoft Office & Google Workspace
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AWARDS & HONORS

- 2024 Moms for America “Mom of the Month”
- 2023 NFRW Top MN Volunteer
- 2023, 2021, 2019 MNFRW Platinum Volunteer Awards
- 80,000+ GOP Volunteer Hours – MNFRW Special Award