

AMBER KING

DIRECTOR OF PAID SOCIAL MEDIA



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San Diego, California



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KEY SKILLS

Social Media Marketing	Department Management	Sales/Conversions	Full-Funnel Strategy
Business Development & Acquisition	Resource Management	Lead Generation	Testing Strategy
Integrated Marketing Strategy	Project Management	Brand Awareness	Content Strategy
Client Relations	Reporting & Analytics	Talent Acquisition	Paid & Organic Search

SOFTWARE SKILLS

Facebook/IG Ads Manager	LinkedIn Ads Manager	X (Twitter) Ads Manager	WorkDay
Snapchat Ads Manager	Reddit Ads Manager	Microsoft 365	UltiPro
Pinterest Ads Manager	TikTok Ads Manager	Google Analytics	ClickUp

EXPERIENCE

CENDYN (Remote)

FEBRUARY 2021 – APRIL 2023

Director, Paid Social

April 2022 – April 2023

- » Responsible for leading paid social strategy & program direction of \$9.5M in annual media spend for 30+ hospitality brands with 120+ properties and a large real-money-gaming casino client across multiple social platforms.
- » Spearheaded the growth and global expansion of the paid social department from 2 to 15 high-performing experts, managed recruitment, interviewing, onboarding, and team operations.
- » Implemented a data-driven approach to paid social, defining KPIs and benchmarks to inform strategy, refine campaigns, and ensure alignment with client objectives.
- » Drove new business growth for paid social by leading proposal development, client onboarding, resource allocation, and campaign execution.
- » Established process improvements and automation to enhance departmental efficiency and profitability. This included streamlining QA procedures and budget tracking, resulting in zero YoY over/under spends.
- » Fostered professional development & career growth; facilitating promotions & internal career transitions, retaining key talent.
- » Mentored cross-channel & planning leads, fostering strategic alignment, effective people management, and best practices for unified departmental performance.
- » Executed seamless integration of clients, talent, and processes through 2 corporate acquisition & mergers, ensuring continuity and optimized performance within the social media department.

Team Lead, Paid Social

February 2021 – March 2022

- » Led paid social strategy, execution, and client communication for hospitality brands across US & International markets, on multiple platforms, maximizing brand awareness, engagement, conversions & ROAS.
- » Managed a team of 5 US paid social specialists, including recruitment, onboarding, development, and performance reviews.
- » Cultivated a strategic partnership with global subcontracting organization, successfully onboarding & overseeing 5 global specialists to enhance US paid social operations.
- » Fostered cross-functional collaboration between client services, paid & organic verticals, and planning teams to optimize advertising performance and ensure a cohesive digital strategy across client accounts.
- » Established thought leadership in Paid Social: leading client consultations on holistic digital strategies & testing opportunities, organizing agency-wide training initiatives to optimize performance and explore emerging platforms, developed POVs, case studies and best practices.
- » Developed and executed high-performing mobile app campaigns for a real-money-gaming client, managing legal restrictions by region and driving a significant increase in-app actions while achieving a lower cost per acquisition (CPA).
- » Spearheaded agency expansion into new platforms like Snapchat & Reddit.

SELF-EMPLOYED (Remote)**NOVEMBER 2019 – JANUARY 2021*****Digital Marketing Consultant***

- » Collaborated directly with leadership and marketing teams to develop integrated digital marketing strategies, define guidelines, and create processes.
- » Developed and executed paid social media campaigns to efficiently increase online visibility and actions to meet client objectives and goals.
- » Audited current strategies and platforms to identify opportunities for growth and provide actionable optimizations and recommendations to maximize their presence and relevance online.

iPROSPECT**AUGUST 2011 – OCTOBER 2019*****Manager, Paid Social******August 2018 – October 2019***

- » Led full-funnel strategy, tactical execution & program direction for Intuit, Great Call, Air New Zealand & Tivity across multiple social platforms; developing and communicating comprehensive performance analysis of our integrated digital strategies and providing knowledgeable strategic optimization recommendations with proven results.
- » Managed hiring, on-boarding, professional development and formal reviews of Lead and Associate roles while serving as a mentor to junior team members on a variety of accounts and channels.
- » Served as the North American market Lead in collaboration with our Australia and China teams on a global digital marketing pitch to Tourism New Zealand presenting an integrated multi-channel digital strategy including social, search, programmatic, online video and influencer content creation.

Lead, Paid Social***March 2016 – July 2018***

- » Collaborated with stakeholders, partner agencies & cross-channel teams providing constant improvement of overall performance and a holistic, unified digital strategy for Petco, Informatica, Staples, Northrop Grumman & Smucker's.
- » Developed and managed the social media monitoring of Amway's online presence and identified opportunities to improve brand perception and the reputation management strategy.
- » Curated social media content & built editorial calendars for the successful management of ADP's social media efforts.

Lead, SEO***October 2014 – March 2016***

- » Owned the client communication, planning, content marketing strategy, reporting/KPI strategy, cross-agency collaboration, and continuous performance growth of Career Education Corporation, Kellogg's & Ameriprise Financial.
- » Created and executed local and global SEO strategies to improve visibility of up to 21 different brand websites.

Senior Associate, SEO***February 2013 – October 2014***

- » Owned and managed the SEO recommendations and tactical execution of all organic search initiatives across General Motors' GMC & Buick divisions; including the annual site-wide content Model Year Refresh update ranging 250-400 pages on desktop and mobile.

Associate, Paid Search***August 2011 – February 2013***

- » Designed, executed and analyzed paid search and social media campaigns for Diageo brands; Captain Morgan, Guinness & Smirnoff Malt Mixed Beverages and for General Motors' Buick division.

LEAPFROG ONLINE**MAY 2008 – AUGUST 2011*****Project Coordinator******May 2008 – August 2011***

- » Partnered with business stakeholders throughout the discovery, requirements, and implementation phases of project management for Comcast, Time Warner, Cox and Charter Cable.
- » Analyze the competitive market positioning and advertising messaging and communicate structured findings internally and externally for collaborative planning of our target audience strategy.
- » Manage and allocate available resources between projects in interest of on-time delivery with minimized downtime.
- » Communicate marketing projects between the marketing, technology, media, and call center teams throughout the discovery, requirements, and implementation phases of project management.

EDUCATION

Loyola University Chicago, IL

Bachelor of Business Administration in Marketing

Bachelor of Arts in Advertising and Public Relations