

AMBER KING

DIGITAL MARKETING & SOCIAL MEDIA MANAGER



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KEY SKILLS

Social Media Marketing	Integrated Marketing Strategy	Business Development & Acquisition	Talent Acquisition
Search Engine Marketing (SEM)	Project Management	Content Strategy	Brand Awareness
Search Engine Optimization (SEO)	Reporting & Analytics	Consumer Engagement	Direct Response
Client Relations	A/B Split Testing Strategies	Reputation Management	Lead Generation

SOFTWARE SKILLS

Facebook/IG Ads Manager	Pinterest Ads Manager	Brandwatch	Google Analytics	DoubleClick	Workfront
Facebook/IG Power Editor	LinkedIn Ads Manager	Boolean Logic	Google AdWords	Marin	WorkDay
Twitter Ads Manager	Reddit Ads Manager	Unified	Searchmetrics	Kenshoo	Omniture
Snapchat Ads Manager	TikTok Ads Manager	Brand Networks	Brightedge	Conductor	Hootsuite

EXPERIENCE

SELF-EMPLOYED

NOVEMBER 2019 – PRESENT

Digital Marketing Consultant

- » Collaborating directly with leadership and marketing teams to develop integrated digital marketing strategies, define guidelines, and create processes.
- » Developing and executing social media campaigns to efficiently increase online visibility and actions to meet client objectives and goals.
- » Audit 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

- » Responsible for leading 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.
- » Manage 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

Graduation Date – December 2010

Dean's List Fall 2010