AMBER KING DIGITAL MARKETING & SOCIAL MEDIA MANAGER

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San Diego, California

Marin

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Social Media Marketing Search Engine Marketing (SEM) Search Engine Optimization (SEO) **Client Relations**

Project Management Reporting & Analytics A/B Split Testing Strategies

Integrated Marketing Strategy Business Development & Acquisition Talent Acquisition **Content Strategy Consumer Engagement Reputation Management**

Brand Awareness Direct Response Lead Generation

SOFTWARE SKILLS

KEY SKILLS

Facebook/IG Ads Manager Facebook/IG Power Editor **Twitter Ads Manager** Snapchat Ads Manager

Pinterest Ads Manager LinkedIn Ads Manager Reddit Ads Manager TikTok Ads Manager

Brandwatch Boolean Logic Unified Brand Networks

NOVEMBER 2019 – PRESENT

Google Analytics Google AdWords Searchmetrics Brightedge

DoubleClick Workfront WorkDay Omniture Conductor Hootsuite

EXPERIENCE -

SELF-EMPLOYED

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

Manager, Paid Social

AUGUST 2011 – OCTOBER 2019

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

- 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

February 2013 – October 2014

- 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.

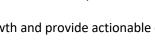
Senior Associate, SEO

» 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.

March 2016 – July 2018



LEAPFROG ONLINE

MAY 2008 – AUGUST 2011

May 2008 – August 2011

Project Coordinator

- » 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