

AMBER KING

DIGITAL MARKETING & SOCIAL MEDIA MANAGER



815.543.2410



msamberking@gmail.com



San Diego, California



msamberking.com

KEY SKILLS

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

SOFTWARE SKILLS

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

EXPERIENCE

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.

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