



# Amanda J. Zapp

MARKETING | DESIGN | COMMUNICATION

## EXPERIENCE

**MARKARMA, LLC**  
[WWW.MAR-KARMA.COM](http://WWW.MAR-KARMA.COM)

Founder, Creative Director July 2018 – Present

- Provide marketing services to an array of clients
- Services include: Social Media Strategy, Content Creation, Blogging, Website Design & Updates, Email Marketing, Copywriting, Branding, Graphic Design

**ARCHITECTURAL SYSTEMS, INC**

Vice President | June 2015 – July 2018

- New Product Development
- Branding
- Social Media Marketing
- Email Marketing
- Tradeshows
- Public Relations
- Managed Marketing Teams

**SAGENT ADVISORS (NOW DIAWA SECURITIES)**

Marketing Director June 2014 – May 2015

- Developed marketing materials including pitchbooks, newsletters, brochures and fact sheets
- Client Events
- Press Releases, Media Relations, Tradeshows
- Rebranding for firms 25th Anniversary
- Advertising campaigns

**PROACTIVE CAPITAL GROUP**

Marketing Director July 2013 – June 2014

- Executed successful online marketing and social media programs for clients in a variety of industries including healthcare/pharma, biotechnology, food & beverage, and technology
- Identified business needs and developed social media strategies for clients

**CANTOR FITZGERALD**

Marketing Associate Nov 2010– July 2013

## CONTACT

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## EXECUTIVE SUMMARY

Amanda is a seasoned marketing professional with vast experience in both traditional and digital marketing as well as graphic and website design. Chiefly in the following industries: interior design, architecture, health and wellness, real estate, financial services, biotech, non-profit, and consumer products.

## SKILLS AND EXPERTISE

Social Media Marketing  
Website Design  
Copywriting / Editing  
Graphic Design  
Email Marketing  
Branding  
Presentations

## EDUCATION

Masters Business Administration- Marketing, Honors 2010

Bachelor of Arts and Science- Mass Communication, Summa Cum Laude 2009