





AMANDA FRIETSCH

MARKETING FLUENT | DATA ENTHUSIAST | SERIAL VOLUNTEER

CONTACT

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-  Cincinnati, OH

PROFILE

Through years of diverse opportunities, the knowledge and skills that I bring to every role I assume are:

- **Marketing** (Traditional, Digital, & Event)
- **Customer Experience** (Internal and External)
- **HubSpot CRM** (Administration, Database Management, & Automation)
- **Analytics** (Descriptive, Diagnostic, Predictive, & Prescriptive)
- **Reporting** (Real-Time, Performance, Competitive, Web, Sales & Marketing)
- **Sales Alignment**
- **Design Principles**
- **Project Management** (Critical Path)

My expertise and enthusiasm converge in strategically leveraging technology and data to solve marketing challenges.

ABOUT ME

I am a committed "serial volunteer", driven by a passion for active engagement and a desire to contribute meaningfully to my local community.

For me, volunteering transcends the act of giving back; it's about supporting purposeful missions, uplifting others, and using my life passions and experience to simply make an impact.

My inability to "sit still well" has led me to immerse myself in a WIDE variety of commitments and this service and community enrichment consistently brings joy and fulfillment to my life.

PASTIMES



WORK EXPERIENCE

Marketing Operations Manager

BLUE ALLIANCE

10/2023 - PRESENT

As Marketing Operations Manager with Blue Alliance, I oversee the strategic use and management of marketing data to inform marketing strategy and optimize lead generation and outreach. This role encompasses the technical oversight of marketing systems and software, ensuring peak performance in alignment with marketing and revenue teams to execute impactful campaigns.

RESPONSIBILITIES OVERVIEW

- Lead the selection, implementation, and upkeep of key marketing tools including CRM systems, automation platforms, and analytics software.
- Analyze campaign data to identify trends, measure KPIs, and furnish data-driven insights for strategic decisions.
- Manage and track the execution of outbound marketing campaigns, coordinating across teams, defining objectives, and ensuring completion within set timelines and budgets.
- Conduct tests on marketing initiatives to enhance conversion rates and user interaction.
- Keep abreast of the latest marketing technologies and trends to maintain a competitive edge.
- Assure high-quality performance of lead generation tools and systems.
- Work collaboratively with vendors and the marketing design team to roll out campaigns.
- Accountable for meeting Quarterly and Annual Objectives and Key Results (OKRs).

Marketing Leader

TERILLIUM

1/2022 - 8/2023

As Marketing Leader at Terillum, I was able to enhance marketing endeavors and optimize internal processes in the realms of campaign strategy, SEO, email, social and content marketing.

With a deep understanding of tools like HubSpot, WordPress, and SEMrush, I championed numerous initiatives to drive marketing excellence. These strategies not only propelled the company's overarching marketing vision but were tailored to meet the distinct needs and objectives of its three individual product divisions.

Key achievements include:

- **Project Management Transformation:** Refined the existing Asana platform, implementing workflow automation integration, enhancing task management and communication within marketing while also providing clear visibility for executive leadership.
- **GA4 Transition:** Spearheaded the early shift to GA4, ensuring continued, compliant access to analyze, track, and measuring website performance and team stability as the deadline approached.
- **SEO Optimization:** Developed keyword strategy based on sales executive interviews and feedback, successfully pushing 25% to rank within the first 2 months, some within top 10 positions.
- **Process Streamlining:** Innovatively employed Typeform to create a cohesive system for all marketing requests. This provided a seamless collection of necessary data, set up of proper expectations, efficient planning, and distribution of associated tasks.
- **Lead Generation Tool:** Conceived, developed, integrated, and launched an online pricing calculator, leveraging Typeform, HubSpot, and WordPress, to capture leads effectively and provide immediate value to prospects. This initiative is projected to increase organic traffic 15% to the page over 6 months.

RESPONSIBILITIES OVERVIEW

- Directed a marketing team, optimizing team member performance within three months.
- Managed HubSpot for marketing automation and database health.
- Delivered 5-15 monthly website leads and comprehensive lead reports.
- Maintained WordPress site and integrated webinars with HubSpot for improved attendee follow-up.
- Developed SEO strategy using SEMrush and fostered relationships with vendors and partners for campaign collaboration.

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PROFESSIONAL SKILLS

- Strong Business Acumen
- Project Management
- Team Development & Leadership
- Workflow and Process Optimization
- Instructional Training Creator & Administrator
- Stakeholder & Vendor Relations Management

TECHNICAL SKILLS

- Proficiency in Marketing Platforms (HubSpot, WordPress, etc.)
- Proficiency in Microsoft Office Suite
- SEO & Analytics Implementation
- Comprehensive Website Maintenance & Oversight
- Data Collection & Analysis
- Marketing Automation & Integration

SOFT SKILLS

- Confident Public Speaker
- Inventive Creativity
- Adaptive Interpersonal Skills
- Resilience Under Pressure
- Always Ready With a Joke

PLATFORMS

- Microsoft Suite
 - Excel, Powerpoint, Sharepoint,
- WordPress
- Project Management Platforms
 - Asana, Todoist, Notion
- Google
 - Analytics, Ads, Business
- Adobe Creative Suite
 - Photoshop, Illustrator, InDesign, Premiere Pro
- HootSuite
- HubSpot
 - Administration, Database Management, Reporting, Workflows, Fields, Objects, Etc
- Mail Chimp / Constant Contact
- Survey Monkey / Typeform
- Social Media
 - YouTube, LinkedIn
- SEMRush / AHREFS

WORK EXPERIENCE - CONTINUED

Marketing Manager

EMERGE IT SOLUTIONS

10/2012 - 1/2022

As the sole lead of the marketing department at Emerge, I was entrusted with the comprehensive management and oversight of all marketing functions, strategies, and platforms to ensure consistent growth and efficiency.

Key achievements include:

- HubSpot Implementation:** Successfully integrated HubSpot to streamline both marketing and sales operations, enhancing data-driven strategies and efficiency through automation.
- Platform Integration:** Bridged HubSpot with ConnectWise, an industry-specific IT platform, utilizing BedRock integration, ensuring seamless data exchange through mapping, improved workflows, and more robust reporting capabilities.
- Website Transition:** Migrated the company's website from WordPress to live natively on HubSpot, centralizing content management and leveraging HubSpot's robust marketing capabilities.

RESPONSIBILITIES OVERVIEW

- Executed digital campaigns, managed content creation, and conducted SEO and competitive analysis using Google Analytics and AHREFS.
- Delivered key performance reports and conducted internal staff training sessions on business skills and leadership.
- Developed recruitment marketing strategies in collaboration with Human Resources.
- Managed social media accounts and website content, including transitions from Drupal to WordPress, and then to HubSpot.
- Coordinated events, overseeing logistics, materials, and on-site activities.
- Utilized technical tools like HubSpot and Google Analytics for campaign optimization.

Installed Sales Coordinator

LOWES HOME IMPROVEMENT

5/2007 - 10/2012

Managed installation projects by assisting customers throughout the installation process, tracking product with vendors, scheduling installers, having rigorous attention to detail with document flow, and conducting thorough follow-ups post-installation.

Key achievements include:

- Custom Profit and Loss Tracking:**
 - Established an effective store specific profit & loss documentation process centralizing tracking, as a result, savings to the departments bottom line proven after 1 month.

RESPONSIBILITIES OVERVIEW

- Provided end-to-end customer support in installation projects, fostering strong relationships.
- Coordinated with vendors and installers, handling product logistics and financial transactions.
- Maintained weekly departmental logs and reports, ensuring transparent communication and tracking.

REFERENCES *

Michelle Caridi - VP of Administration, Emerge IT Solutions

859-391-8148 mcaridi@emergeits.com

Deanna Hengge - Director of Development, Tender Mercies

513-532-3090 dhengge@tendermerciesinc.com

- More references available upon request

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TRAINING & CERTIFICATIONS

HubSpot

- Certifications
 - HubSpot Reporting
 - HubSpot Marketing Software
 - HubSpot Sales Software
 - HubSpot Revenue Operations (in progress)
- Learning
 - Understanding User Segmentation
 - Ads in HubSpot
 - De-Duplicating Your Data
 - Fundamentals of Data-Driven Business

American Marketing Association

- AMA Professional Certified Marketer in Marketing Management - 2020
- AMA Professional Certified Marketer in Content Marketing- 2019
- AMA Professional Certified Marketer in Digital Marketing- 2018

Google

- Google Project Management Certification (in progress)
- Google Analytics Certification (GAIQ) - 2018

Fred Pryor

- Advanced Microsoft Excel - 2018
- Business Writing for Results - 2018
- Microsoft Excel: Beyond the Basics - 2018
- Managing Multiple Priorities, Projects, and Deadlines - 2018

Girl Develop It

- Dev for Designers - Basic HTML and CSS, 2014

EDUCATION

The Art Institute

- AA | Graphic Design
- Dean and Presidents Lists Recognitions

PUBLIC SPEAKING

Marketing Department of One - 2019

- Presented to Cincinnati AMA
- Created connections based on market & vertical.
- Published "Marketing Department of One" eBook with Kendra Ramirez Agency.

CURRENT VOLUNTEER EXPERIENCE

Communications Team Member

COLLEGE HILL FORUM 2023 - PRESENT

Collaboration to enhance marketing operations and website technicalities, while digitally transforming and developing the College Hill Forum's marketing program to see success beyond its traditional manual methods.

Board of Trustees Member

TENDER MERCIES 2022 - PRESENT

Aligning with the mission to help homeless adults with mental illness by providing security, dignity, and community where they can achieve their highest level of well-being.

Associate Board Co-President

TENDER MERCIES 2019 - Term Ending 2024

Collaborative leader and conduit between the Associate Board for young professionals and the Board of Trustees.

Senior Marketing Manager

SPIRITUAL REALM PARANORMAL INVESTIGATORS 2019 - PRESENT

Collaborative strategic business planning, marketing strategy, management of Marketing Coordinator, and investigation team member for both public and residential (private) investigations.

Announcer (House / LiveStream)

CINCINNATI ROLLERGIRLS 2018 - PRESENT

Sports announcer for Cincinnati Roller girl home games and for neighboring leagues when requested.

Bench Coach

CINCINNATI ROLLERGIRLS 2018 - PRESENT

Away game day bench coach, creating packs, and providing situational feedback to skaters in the fast-paced game of roller derby.

Certified Docent

SPRING GROVE CEMETERY AND ARBORETUM 2017 - PRESENT

Trained volunteer guiding, researching and writing historical tours; representing Spring Grove in community outreach.

PAST VOLUNTEER EXPERIENCE

Bi-Weekly Volunteer

BRIGHTON CENTER 2018 - 2020

Bi-Weekly clothing donation sorting with son to develop job skills.

Leadership Team Project Manager

CINCINNATI ROLLERGIRLS 2018 - 2023

Implemented & managed a PM platform for organization, accountability, and institutional knowledge to the new LT.

New Skater Coordinator

CINCINNATI ROLLERGIRLS 2018 - 2023

Developmental skills coach. Leader for league recruitment, bootcamps, tryouts, and league on-boarding.

Marketing Director

CINCINNATI ROLLERGIRLS 2013 - 2018

While actively a competitive skater, I collaboratively managed day-to-day operations alongside fellow elected leadership. Focus of media and advertising, merchandise procurement and sales, promotional events, and upholding the integrity of the brand.

Graphic Designer

BEECH ACRES PARENTING 2008 - 2010

Volunteer Graphic Design / Re-Design for digital and physical collateral for the annual "For The Love of Kids" parenting conference.