

AMANDA FRIETSCH

MARKETING FLUENT | DATA ENTHUSIAST | ORGANIZATIONAL WIZARD | SERIAL VOLUNTEER

CONTACT

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- www.amandafrietsch.com
- 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.

Are you looking for an individual who appreciates and is fluent in both the creative and analytical dimensions of marketing? Let's talk.

RECENT HIGHLIGHTS

- Led the **HubSpot** integration with Connectwise at Emerge, resulting in a **25%*** increase in marketing efficiency and closed loop reporting.
- Led Terillium's early transition to **GA4**, ensuring compliance and team stability as the deadline approached.
- Led a marketing team of 2**, fostering growth, collaboration, and peak performance.
- Created marketing request processes using **Typeform**, streamlining data collection and ensure proper expectations.
- Optimized **Asana** project management process with workflow automation integration for transparent task management, elevating team communication and executive oversight.

WORK EXPERIENCE

Marketing Leader

TERILLIUM

1/2022 - 8/2023

As Marketing Leader at Terillium, 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

- Team Leadership:**
 - Led a dynamic marketing team with precision and vision, directly supervising a Digital Coordinator and a Content Coordinator to achieve marketing objectives.
 - Introduced a consistent cadence of 1:1 meetings focused on the employee and their needs in addition to short weekly touch bases for collaboration and assistance.
 - Successfully coached and mentored an underperforming team member, implementing weekly check-ins and constructive feedback, resulting in improved performance and full productivity within three months.
- HubSpot Administrator**
 - Managed HubSpot platforms for Sales and Marketing teams.
 - Developed marketing automation strategies, including email campaigns and workflows.
 - Oversaw database management to maintain optimal data health.
 - Implemented custom properties and objects tailored to organizational needs.
- Website Lead Management:**
 - Consistently handled a steady stream of 5-15 high-quality website leads each month and channeled leads to the most fitting executive or sales representative using advanced HubSpot Workflow Automation.
 - Created and delivered executive monthly lead and opportunity reports, using HubSpot Reporting to monitor and refine conversion strategies.
- Website Maintenance:**
 - Took full ownership of the WordPress platform, ensuring timely updates, seamless integrations, and strategic content additions to optimize user experience.
- Webinar Coordination:**
 - Orchestrated and produced engaging webinars utilizing Go to Webinar and am equally as comfortable in Zoom and Microsoft Teams Webinars.
 - Seamlessly integrated webinar registrations and forms into HubSpot, facilitating efficient email communication and follow-up workflows for attendees.
- Form Development and Management:**
 - Mastered the use of Typeform for intuitive and interactive form creation, leveraging its integration with HubSpot for a streamlined user response system.
- SEO and Content Development:**
 - Steered the brand's SEO strategy using SEMrush, capturing key insights from ranking trends, and conducting competitive keyword research.
- Vendor and Partner Relationship Management:**
 - Fostered strong relationships with various vendors, acting as the primary point of contact for updates and troubleshooting.
 - Cultivated relationships with business partners, collaborating on campaigns to drive mutual growth.

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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

- Marketing Project Management:**
 - Successfully orchestrated and executed digital campaigns, promotions, and events, ensuring alignment with overarching marketing strategies on time and on budget.
- Content Creation:**
 - Designed and produced web and print collateral, including compelling graphics and advertising designs.
- SEO and Competitive Analysis:**
 - Kept pace with the latest trends in search engine marketing, using tools like Google Analytics and AHREFS for competitive insights and keyword research.
- Reporting and Analytics:**
 - Generated and presented clear, actionable reports on key performance metrics using HubSpot.
- Internal Training:**
 - Partnered with Human Resources to design and implement tailored in-person group training sessions for all employees, differentiating between leadership roles and general staff, focusing on business acumen, emotional intelligence, and leadership.
- Recruitment Marketing:**
 - Partnered with Human Resources for effective media planning, creating strategies, and sourcing marketing materials to bolster recruitment efforts at events.
- Copywriting and Design:**
 - Led the research and production of marketing copy from design conception to distribution.
- Social Media Management:**
 - Solely managed social media platforms, leveraging tools like Hootsuite and HubSpot to develop, maintain, and gauge performance across various channels.
- Website Management:**
 - Oversaw all elements of the website, ensuring content relevance, optimizing landing pages and forms, and enhancing SEO, first on Drupal, then WordPress, and finally HubSpot during my tenure.
- Event Management:**
 - Headed end-to-end event logistics from sending out invitations and managing registrations to producing conference materials and supervising on-site activities.
- Technical Marketing Skills:**
 - Proficient in leveraging tools like Hubspot, Google Analytics, and AHREFS to optimize campaigns and derive insights.

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.

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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.

PASTIMES     

WORK EXPERIENCE - CONTINUED

RESPONSIBILITIES

- Comprehensive Project Management and Customer Support**
 - Assisted customers from start to finish in the installation process, ensuring clarity, commitment, and satisfaction, building lasting relationships with both customers and colleagues.
- Efficient Vendor and Installer Management**
 - Managed installer product pick-up, vendor invoices, debits, and return authorizations.
- Consistent Monitoring & Transparent Communication**
 - Oversaw weekly monitoring and updating of departmental logs and reports, ensuring consistent tracking, communication, and transparency.

CURRENT VOLUNTEER EXPERIENCE

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.

Certified Docent

SPRING GROVE CEMETERY AND ARBORETUM

2017 - PRESENT

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

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.

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.

PAST VOLUNTEER EXPERIENCE

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.

REFERENCES *

Michelle Caridi - VP of Administration, Emerge IT Solutions

859-391-8148

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Deanna Hengge - Director of Development, Tender Mercies

513-532-3090

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- More references available upon request