

AMANDA ADIUTORI

Community & Marketing Manager

+1-239-450-0728

Florida, Texas, Montana

www.amandaadiutori.com

amandaadiutori@gmail.com

SUMMARY

Dynamic and people-centered professional with a strong background in community engagement, event coordination, and marketing strategy. Adept at creating meaningful member experiences, planning and executing events, and building strong, lasting relationships with diverse communities. Proven track record in fostering high levels of engagement both online and in-person, optimizing communication channels, and leading cross-functional teams. Passionate about data-driven decision making, driving collaboration, and turning every touchpoint into a connection throughout the client lifecycle.

AREAS OF EXPERTISE

- Marketing Strategy
- Community Engagement
- Team Leadership
- Copywriting & Editing
- Event Planning & Coordination
- Lifecycle Experience Strategy
- Website Design
- Data Analytics
- Lead Generation

PROFESSIONAL EXPERIENCE

Community & Marketing Manager | YPM Consulting

2019–PRESENT

Conduct performance analysis and employ detailed reporting to update funnels and manage goals. Lead team members and contractors in enhancing qualified lead flow and conversions. Cultivate robust client relationships through strategic programing, event guidance, and CRM management.

- Boosted qualified leads by 75% through implementation of advanced ad strategies while managing a dynamic marketing team of six and various vendors.
- Foster a vibrant, supportive member community by developing onboarding experiences, coordinating member communications, and building user-friendly digital spaces to enhance the overall experience.

Account Manager | Smart to Finish Digital Marketing Agency

2018–2019

Managed marketing initiatives for client accounts across diverse industries and deployed cross-channel approaches to maximize engagement. Oversaw CRM software, social media platforms, blogs, websites, and Google Analytics to optimize client reach and performance. Coordinated with cross-functional teams to integrate marketing strategies with customer support and sales efforts.

- Bolstered conversion rates by formulating and executing email campaigns, landing pages, and ad copy.
- Developed targeted email marketing campaigns, assessed performance metrics, segmented audiences for personalization, and refined content to maximize customer engagement.

Traveled extensively during 2016–2017 and volunteered with La Vang Orphanage, The Conservancy, and various animal rescues to contribute to community support and environmental conservation efforts.

Communications Manager | Venture Hive Accelerator

2014–2016

Directed comprehensive communication strategies and event planning to deliver effective campaigns and foster impactful collaborations. Supervised development and dissemination of marketing materials to support organizational objectives. Steered execution of international pilot programs for Microsoft Innovation Centers to raise global engagement and innovation outreach. Prepared and integrated instructional content into a customized learning management system for entrepreneurship.

- Expanded program participation by establishing communication and scheduling frameworks.
- Nurtured strategic relationships with entrepreneurs, clients, press, and partners to augment community engagement.

EDUCATION

UNIVERSITY OF MIAMI | FLORIDA

Bachelor of Business Administration, Marketing & Management

WARRINGTON COLLEGE OF BUSINESS | LONDON

International Business Study & Work Program