

Amanda Adiutori

Marketing Manager


About me

Creative and results-oriented Marketing Manager with a proven track record of building successful campaigns and funnels, creating original content, managing digital marketing strategies and partnerships, and producing detailed data analysis to reach and exceed goals.

Education

University of Miami

Bachelor of Business Administration
Majors in Marketing and Management

 Coral Gables, Florida, United States

Warrington College of Business


Work/Study Program
Focus in International Business

 London, England, United Kingdom

Key Skills

- Copywriting & Editing
- Email Marketing and Funnel Building
- HTML & Website Design
- Marketing Campaign Management
- SEO & SEM & Google Adwords
- Social Media Analytics
- WordPress & Blogging

Contact

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Work Experience

Marketing Manager 2019 - Present Your Practice Mastered | Consulting Services

- Develop marketing campaigns and content strategies which has lead to a 79% increase in qualified leads and a 62% increase in conversions in the past year
- Analyze performance data and optimize funnels based on detailed reporting
- Manage team members and departments to optimize qualified lead flow, organic traffic to webpages, and overall lead-to-client lifecycle

Account Manager 2018-2019 Smart to Finish | Digital Marketing Agency

- Implemented multiple effective marketing strategies for various client accounts
- Maintained different CRM software, social media, Google Analytics, customer support, blogs, and websites
- Built unique email marketing campaigns, tracked results, segmented audiences, and optimized content

Communications Manager 2014-2016 Venture Hive | Entrepreneurship Education

- Strategized and managed all communications and planning for events, campaigns, and collaborations while generating supporting marketing materials
- Coordinated various international pilot programs for Microsoft Innovation Centers
- Drafted entrepreneurship instructional materials and built customized learning management system
- Liaised and maintained relationships between entrepreneurs, clients, press, and partners

Marketing Manager 2012 - 2014 Socialated | Digital Marketing Agency

- Managed accounts and marketing campaigns within various industries
- Provided customer service and engaged daily with clients
- Created original graphics, website designs, blog posts, email campaigns, and advertisements
- Used various social media and online platforms as marketing tools
- Utilized SEO, web analytics, and digital marketing to drive traffic to client websites