

Amanda K. Hirsch

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University of Connecticut, Storrs CT | Bachelor of Arts, Business Administration

Strategic marketing communications specialist with 15+ years of experience seeks to manage a team, deliver excellence, and exceed organizational goals. I have a proven instinct for leadership, impeccable work ethic, and the ability to inspire brand excitement.

Expertise

Content management/strategy	Graphic design/presentations
PR and social media management	Video production
Email marketing/newsletters/MailChimp	Research/analysis
Blog posts/interviews/bios	Event planning and promotion
Digital ad campaigns, copywriting	15+ years MS Office, iWork, G Suite, mac OS, Photoshop

Work Experience

The Institute for Experiential AI at Northeastern University Senior Writer & Content Creator

2021 – Present

Startup research center and applied AI solutions hub at Northeastern University that leverages machine technology to extend human intelligence. In addition to my title role, I have taken on several management tasks. I work closely with leadership to define and execute marketing strategy, manage the content team, and build our brand voice.

Managerial and content responsibilities:

- Develop and maintain the content calendar
- Delegate project assignments to the content team
- Review and edit content from all members of the content team
- Write blog posts, website copy, social media posts, and team bios
- Write and edit executive leadership bylines for publications including Forbes and VentureBeat
- Establish unique brand identity aligned with Northeastern University guidelines
- Work with leadership and partners to define and write product and service messaging
- Liaise with internal and external teams to recruit, interview, and onboard new team members
- Assist with event planning and marketing campaign strategy
- Coordinate with institute faculty members on opportunities to share and publicize their work
- Oversee the MailChimp account and create email campaigns to inform and engage our audiences
- Work with social media team to optimize content performance, drive traffic, and increase awareness
- Collaborate with our video specialist and graphic designers to create content
- Serve as contact for external agencies to create and drive brand awareness

Intuit Communications Specialist IV

2019 – 2021
San Diego, CA

Reporting to the Senior Manager of Expert Network Engagement for the Intuit Expert Network Engagement team, I helped manage the creation and distribution of communications meant to attract and retain thousands of bookkeeping and tax professionals. (Contracted through PRO Unlimited.)

Responsibilities:

- Drafted and edited communications for the Vice President of Product Management and Services
- Created, edited, and moderated content for the Intuit Expert Community, an internal online platform built to promote feelings of connection and inclusion within a vast, remote workforce. Content included leadership updates, blog posts, videos, GIFs/images, and infographics

- Worked with the Professional Development Leader of Prosperity Career Paths to create newsletters, graduation videos, and ongoing communications designed to inform, engage, inspire, and celebrate tax and bookkeeping professionals enrolled in continuing education programs
- Collaborated with Senior Project Managers to create and edit change management communications, including the launch of a custom enterprise mobile app and weekly news updates to help managers prepare for and facilitate tax season. Average email open rate of 62% and click rate of 36%
- Partnered with Human Resources on email campaigns for onboarding, offboarding, training, referral, and recruitment
- Managed a backlog of content projects with the ability to field and prioritize last-minute requests from multiple teams and meet deadlines
- Assisted new employees with training as needed to remain aligned with brand guidelines

NTENT **2013 - 2019**
Head of Copywriting, Creative Director, **New York, NY**
Digital Content Writer **San Diego, CA**
 Startup digital media company specializing in search technology and online advertising for SMBs and SMEs.

Responsibilities and achievements:

- Promoted to Creative Director five months after joining the company
- Ghostwriter/editor for CTO & VP of Marketing; published on Forbes, KDNuggets, Voicebot.AI, Medium
- Managed content calendar and social media strategy
- Managed a team of copywriters responsible for timely execution of thousands of digital ad campaigns
- Created/edited blog posts, press releases, website copy, images, digital ad campaigns, mobile push copy, employee bios, and event speaker proposals

NBC Universal Experience Store **2012-2013**
Store Manager **New York, NY**
 Managed a 22,000 sq. ft. retail store where NBC Universal fans could purchase merchandise from properties within the NBC Universal umbrella. Accountable for a team of seven managers and up to 70 hourly personnel, yielding gross annual revenue of more than \$11M. Responsibilities included KPI reporting, employee training and motivation, budget and risk management.

New York Health & Racquet Club **2003-2007**
Personal Trainer, PT Manager **2010-2011**
General Manager **New York, NY**
 Managed day-to-day operations for a 32-year-old, 17,000 sq. ft. health club facility with six managers, 20 personal trainers, 15 hourly personnel, and over 5K members. Accountable for \$3.5M in annual revenue. Responsible for budget management and monthly goals. At least nine of my direct reports advanced to higher positions within the company.

Tishman Speyer - Top of the Rock Observation Deck **2007-2010**
Operations Manager **New York, NY**
 Helped facilitate the successful operation of the Top of the Rock Observation Deck, a premier New York City tourist attraction with over 2M annual guests and \$40M in gross revenue. Responsible for training, budget and risk management, conflict resolution, and directly supervised 75 employees.