

Amanda K. Hirsch

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

Writer and author with 15+ years of experience specializing in marketing communications and digital media, with a history in sales and operational management. Open to full-time opportunities and part-time freelance projects.

Expertise

- Content Management/Strategy
- PR and Social Media Management
- Corporate Communications
- Email Marketing (MailChimp), Newsletters
- Blog Posts/Interviews/Human Interest
- Digital Ad campaigns, Copywriting
- Graphic Design/Presentations
- Video Creation and Editing
- Research/Analysis
- Extreme Attention to Detail
- 10+ years MS Office, iWork
- 10+ years macOS, Photoshop
- Salesforce, G Suite
- Author, *Loving Adam: Surviving a Lover with Bipolar Disorder* (ISBN: 978-1-938812-89-7)

Work Experience: Writer/Editor

Intuit

2019 – Present

Communications Specialist IV

San Diego, CA

Intuit provides financial, accounting, and tax preparation software and related services for small businesses, accountants, and individuals. As part of the Intuit Expert Network Engagement Team, I help manage the creation and distribution of communications meant to attract, retain, and engage a network of thousands of tax and bookkeeping professionals. (Contracted through PRO Unlimited.)

Responsibilities and Achievements:

- Create/edit/moderate content such as blog posts, videos, GIFs/images, and infographics for the Intuit Expert Community; an internal online platform built to promote feelings of connection and inclusion within a vast, remote workforce. Average post engagement rate of 3.5%.
- Partner with various internal teams to create/edit intriguing, digestible email campaigns in the areas of onboarding, offboarding, training, change management, referral and recruitment, growth expertise, and recognition. Average email open rate of 62% and click rate of 36%.
- Manage a backlog of content projects with the ability to field and prioritize last-minute requests from multiple teams and meet deadlines.
- Assist in the training of new employees as needed to remain aligned with brand guidelines.

NTENT

2013 - 2020

Head of Copywriting, Creative Director, Digital Content Writer

New York, NY
San Diego, CA

Digital media company specializing in search technology. Originally hired to lead a team of copywriters designated to build compelling, clickable, online display ads delivered to a targeted audience via partner publishers. Joined the marketing team as a digital content writer when the company switched from advertising to search. Switched to part-time status in Dec 2019 when I joined Intuit as a full-time contractor.

Responsibilities and Achievements:

- Managed content calendar and social media strategy.
- Created/edited blog posts, press releases, website content, images, digital ad campaigns, mobile push copy, employee bios, and event speaker proposals.
- Ghostwriter/editor for CFO & VP of Marketing; published on Forbes, KD Nuggets, Voicebot.AI, Medium.
- Managed team of copywriters responsible for timely execution of thousands of digital ad campaigns.
- Promoted to creative director five months after joining company.
- Chosen as a brand ambassador during our rebrand from VSW to NTENT.
- Helped set up and execute employee recognition and rewards program.

Signifyd**2016-2017****Digital Content Writer****San Diego, CA**

Contracted through The Experts Bench to help Signifyd, an e-commerce fraud prevention company, build a new brand identity and content library.

Responsibilities:

- Created/edited blog posts, press releases, guest blogs, email campaigns, one-pagers, brand language.
- Interdepartmental collaboration to create standardized templates.

Amanda K. Hirsch Consulting**2015-Present (Part-Time)**

Various creative projects including, digital ad campaigns, Facebook Live events, press-reel interviews, and more. Samples available upon request.

Additional Work Experience: Sales & Operational Management**NBC Universal Experience Store****2012-2013****Store Manager****New York, NY**

Managed 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 in excess of \$11M.

Responsibilities & Achievements

- Leadership: customer service, culture change management, conflict resolution.
- Training and Motivation: employee seminars, employee rewards and recognition.
- Communication: quarterly presentations, team-building activities, celebrity events.
- Team Management: hiring, performance reviews, action plans, promotions, and terminations.
- Budget/Risk Management: cash operations, scheduling, payroll, KPI reporting, loss prevention, security protocols.
- Facilitated smooth implementation of new Retail Management System.
- Reduced payroll costs by 25%.

New York Health & Racquet Club**2003-2007, 2010-2011****Personal Trainer, PT Manager, General Manager****New York, NY**

Managed day-to-day operations for 32-yr-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.

Responsibilities and Achievements:

- Budget Management, team management, relationship building, leadership, PR.
- Promoted from Personal Trainer to Personal Training Manager within first year of employment.
- First PT Manager to hit sales goal 24 months in a row and double a goal in a single month.
- Responsible for at least nine direct reports advancing to higher positions within the company.
- Smooth and timely facilitation of a \$3M facility renovation.

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, \$40M in gross revenue, and 175 employees.

Responsibilities and Achievements:

- Employee training and seminars, budget and risk management, customer service, and conflict resolution.
- Accountable for 75 employees across Training & Development, Hosts, and Plaza Marketing departments.
- Taught a leadership workshop to prepare employees for the transition from peer to supervisor when promoted.