

Amanda Bell

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Contact:

13742 Wendessa Drive
Fishers, IN 46038
(317) 517-6892

Objective:

A position requiring outstanding writing and copy-editing skills as well as strength in strategic content planning

Profile:

- Autonomous communications professional with myriad experience as a writer and editor
- Journalism and strategic communications experience
- Diplomatic with professionals at all levels

Education:

Ball State University

Major: Journalism (magazine)

Minors: Sociology, Spanish

Relevant Skills:

Proficient in AP style; WordPress; Microsoft Office; Adobe InDesign, Photoshop and InCopy; LexisNexis

Experience with

Adobe Digital Publishing Suite, Final Cut Pro; Drupal, basic HTML, MailChimp, Google AdWords

Adept at social media tools including Twitter, Facebook, Instagram, Slack, Canva, Sendible, IFTTT

Intermediate knowledge of Spanish language

Work Experience:

Orbis Education: *senior content producer*

(June 2017 - present)

- Write lead-generating content for various digital and print channels for nursing program partners, including branded blog posts, microsite copy, landing pages, emails, radio and TV scripts, paid social media, organic social media copy and press releases
- Serve as lead writer for new program marketing launch campaigns (including coordinating with channel owners to ensure all content assets adhered to university brand standards)
- Collaborate with brand managers and university partners to develop creative messaging briefs and identify newsworthy content ideas to pitch to media outlets
- Assist with creation of monthly social media and blog post calendars using keyword research tools
- Independently project manage downloadable PDF guides and long-form print collateral pieces, working with in-house graphic designer
- Interview students, program site directors and admissions team members to identify key value propositions
- Mentor and assist with onboarding content specialists

Angie's List: *interactive media writer*

(June 2014 - November 2016)

- Coordinated with designers, photographers and videographers to develop interactive multimedia content for Digiday Award-winning *Angie's List Weekly* (ALW) interactive mobile app
- Interviewed service providers, industry experts and Angie's List members to write content for ALW and company website
- Assisted with editorial calendar planning and pitched content ideas and new story formats to correlate with company's marketing objectives
- Served as occasional expert contributor to company home improvement podcast, "Chat with the Experts"

North American Retail Hardware Association: *assistant editor*

(January 2012 - May 2014)

- Project manager/editor for promotional magazines and public relations projects for corporate clients
- Interviewed industry sources, wrote department copy and features, edited pages and worked with design team to produce flagship publication, *Hardware Retailing*

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Honors:

Association of Marketing and Communication

Professionals: Platinum distinction for feature article which appeared in May 2012 issue of *Hardware Retailing*

Ball State University:

Academic Honors in Writing, 2010;
Undergraduate Fellow, 2007-2008

Columbia Scholastic

Press Association: various Collegiate Circle Awards, 2010

Indianapolis Press Club:

Keating feature writing competition finalist, Fall 2009

References:

Available upon request

Work Experience (continued):

- Coordinated on-location photo shoots with in-house and contracted photographers for feature stories and cover art
- Oversaw content development for company website redesign, hardwareetailing.com, and corresponding mobile application
- Oversaw production of organization's weekly enewsletter
- Assisted with video and webcast production to supplement online feature stories

Indianapolis Star: *contributing writer*

(June 2012 - 2016)

- Wrote arts, culture, restaurant feature stories for newspaper's Local Living and features sections

Evansville Courier & Press: *copy editor/page designer*

(December 2010 - November 2011)

- Designed 1A, sports, business and local front pages twice a week; copy edited local and wire stories for inside pages remainder of week
- Weekend night news (slot) editor on metro copy desk, managed a staff of five copy editors and designers
- Wrote freelance stories for features section
- Managed and posted content to newspaper's website