Amanda Lambert

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SUMMARY

During the past two years of marketing and event coordinating experience, I have accumulated a robust skillset that sets me aside from other marketing professionals. I am a self-starter who actively approached a janky travel system and created a process to seamlessly book travel for employees without a software system in place. I also am highly organized and pay attention to detail to ensure events such as tradeshows, conferences, and webinars are produced accordingly and within budget. Along with event coordinating, I also create content to promote and build networking among various social media accounts. With the qualifications listed above, I am the best candidate for this position.

**I am moving to Raleigh, North Carolina the summer of 2022*

PROFESSIONAL EXPERIENCE

REMI Inc *2021-Pres*

Marketing Assistant

- Streamlined an efficient travel system to arrange business travel that successfully increased productivity by 20%.
- Responsible for the planning, management and reporting of all executable aspects relating to assigned tradeshows, conferences, events, and travel.
- Plan and prepare brand-focused content for publication and sharing across different media channels, including social media posts, email, guides, brochures, newsletters, merchandise, print, and digital marketing communications.
- Oversee the production of the annual company conference, and coordinate company participation in tradeshows with existing and new partners to develop market segments, promote products, and generate sales.

FPS Inc *2020-2021*

Administrative/Marketing Assistant

- Increased productivity and aptitude by 50% through the implementation of effective technology within the office.
- Created and designed marketing material for franchisee locations to improve consumption and update new COVID policies.
- Point of contact for all marketing events COVID protocols, including reviewing and advising all event plans.
- Researched and discovered new software to better implement productivity within the workplace.

TD Bank *2016- 2020*

Supervisor

- Held leadership meetings speaking to groups and provided training to develop a communication line to explain new policies and ensure tellers' continuous development.
- Assisted branch management in achieving branch goals in sales and customer service levels.
- Interviewed and effectively participated in the hiring of employees as well as training new employees and briefed them on the progress and work they did.
- Developed an ability to work well in a team environment, communicating in a professional manner under all circumstances.

EDUCATION

University of Massachusetts Amherst *May 2019*

Isenberg School of Management

Bachelor of Business Administration in Marketing

Holyoke Community College *May 2017*

Associates is Science of Business

ADDITIONAL SKILLS

Computer Skills: Microsoft Office Software: Word, Excel, PowerPoint (Profound), Google Suite: Google Ads, Office

Web Development: HTML, CSS, JavaScript, Java, WordPress (Novice)

Virtual Communication: Zoom, GoToWebinar, Microsoft Team

Graphic Design: Adobe suite: Acrobat, Photoshop, Illustrator (Profound)

CRM: Maximizer, Zoominfo

Communication: Excellent oral and written communication skills on all social media platforms such as LinkedIn, Facebook, Twitter, TikTok, and Instagram.