

Amity L. Word

SUMMARY

Talented, results-producing marketing professional with a proven record of accomplishment in planning, project management and leading comprehensive marketing strategies in support of business goals and objectives. Possess a broad background in coordinating projects, planning events, managing meetings, and ensuring a high level of customer satisfaction. Successful in establishing an exceptional rapport with individuals on all levels. Exceptional communication, organization, and time management skills with attention to detail.

- Internet & E-mail Marketing
- Budgeting
- Market Research & analysis
- Event Planning & Execution
- Vendor & Client Communication
- Customer Relationship & database management
- Public & Media Relations
- Brochure layout & Promotional Design materials
- Stage Productions/Shows
- Graphic design for Marketing Collateral & proposals

EXPERIENCE

TELAID

Sr Project Coordinator

Atlanta, Georgia
November 2014 to Present

- Provided critical project support to the Project Management team
- Managed and coordinated documentation revisions and distributions
- Effectively processed contracts, agreements, work orders and purchase orders
- Monitored CRM queues to ensure case status is updated on a timely basis
- Interfaced with clients, vendors, subcontractors and multiple internal departments
- Successfully tracked the progress/status of assigned projects and provided reports
- Verified ETA and schedule updates with technician crews as directed by PM
- Contacted other vendors to place orders and/or follow-up
- Work collaboratively with Accounting to review, approve, and process vendor invoices
- Coordinate and assign tasks
- Managed invoice and pay application processing, deliverables, and project reporting
- Provided meeting minutes, budget tracking, schedule updates, and assisted in the project closeout process

FREELANCE ASSIGNMENTS

Marketing Coordinator

Atlanta, Georgia
December 2013 to October 2014

- Provided high level administrative support to the Marketing Director and Chief IT Officer
- Supported the Sales Rep by conducting appointments and client consultations
- Implemented marketing, advertising and email campaigns that supported marketing strategies
- Created events using Avidian CRM and developed surveys for our audience
- Prepared marketing reports by collecting, analyzing, and formatting marketing communications channel data by creating spreadsheets
- Effectively analyzed and updated client databases and contacted prospective clients
- Maintained B2B confidence and confidentiality
- Processing check requests and declined grant proposals in GIFTS
- Designed ad books and proposals
- Provided exceptional support to the Chief IT Officer
- Prepared minutes and used WebEx for IT staff meetings
- Collaborated with business development manager of Atlanta facility

IB PROJECTS

Marketing Communications Coordinator

Atlanta, Georgia
January 2009 to November 2013

- Provided administrative support to the Vice President
- Successfully coordinated and planned field shows, community events, and production projects on time and within budget
- Coordinated domestic and International travel for the President

- Directed event and meeting logistics including, registration, setup, booths, venue accommodations, presentations, and itineraries, both remotely and on-site
- Supported marketing and sales strategies by implementing marketing, advertising and email campaigns
- Demonstrated expertise in public relations and communications by maintaining effective business relationships and favorable contacts
- Created, edited, and produced marketing collateral (brochures/directmail/proposals/newsletters) and utilized all internal resources (print vehicle, email marketing, promotions, partnerships, graphic design)
- Updated and organized the calendar to assure timely scheduling of meetings, completion of projects and required reporting by deadline.
- Wrote proposals for grant opportunities

DANCE DEPOT 5
Marketing Assistant

Atlanta, Georgia
 June 2003 to December 2008

- Increased sales to 75% within 1 year which increased customer loyalty by writing favorable contracts and negotiating new policy terms
- Spearheaded obesity prevention marketing campaigns through successful project management and the supervision of staff and vendors tasks
- Served as primary point of contact for individual and corporate sponsors
- Managed RFPs
- Created websites, communicated artistic vision to the community; provided sales and marketing solutions, designed and updated the newsletters, proposals and all promotional materials developed and implemented branding and marketing strategies.
- Improved lead gathering through demographic data research and prospective client research strategies
- Assisted in writing engaging social media content, web content, and compelling press releases

PHOENIX MEDIAS, INC.
Office Manager/Creative Director

Atlanta, Georgia
 May 2002 to May 2003

- Designed and created multimedia projects from start to completion.
- Performed as a Graphic designer for Real Estate advertisements and inserted listings in MLS
- Developed concepts, storyboards, and provided voiceovers.
- Effectively promoted the organization
- Developed marketing & advertising themes working as a team with other departments
- Worked in media production as a videographer and video editor

COMPUTER SKILLS Proficient in Microsoft Word, Excel, Access, Outlook, PowerPoint, Sharepoint, Sage Accpac ERP/CRM, Graphic Design Certificate (Photoshop, InDesign, Illustrator), Social Media Marketing Certificate, GIFTS, Raiser's Edge, Wordpress, HTML, Final Cut Pro 3/Adobe Premiere video editing, and type 60 WPM. Experience with Constant Contact, Godaddy/mailchimp email marketing, and survey monkey.

PROGRAM DEVELOPMENT Sponsorship programs and *Burn While You Learn* obesity prevention program, copyright 2005.

EDUCATION State University of West Georgia **Bachelor Degree in Mass Communications** American Intercontinental University **Media Production** 2001

CERTIFICATES Kennesaw State University **Social Media Marketing and Graphic Design Certificate** 2014
 University of Georgia **Meeting and Event Management Certificate** 2014

REFERENCES AVAILABLE UPON REQUEST