

Amanda Hyer

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EXECUTIVE SUMMARY

Nearly five years of content creation and leadership experience facilitating effective communication between key stakeholders, writers, and designers. Driven and highly organized, able to manage multiple projects simultaneously. Dedicated to client success, ensuring that creative content marketing collateral is produced and distributed to targeted buyer personas. Works well independently while regularly collaborating with both creative and technical teams.

EDUCATION

UTAH STATE UNIVERSITY

Major: Professional and Technical Writing

Minor: Multimedia Development

SKILLS

Writing
Editing
Technical Writing
Web/Print Layout Design
Documentation
User Interface Design
Usability Testing
Conversion Rate Optimization
InDesign
Photoshop
Illustrator
CSS
HTML5
JavaScript
Marketing Automation
MailChimp
Hubspot
WordPress
SquareSpace
Google AdWords
Google Analytics
Google Tag Manager
Facebook Ads
Pinterest Ads
Microsoft Office Suite
Teamwork
Trello

EXPERIENCE

MARKETING & COMMUNICATIONS MANAGER

Utah Valley University, Feb '19 - Present

- Established consistent branding for College of Humanities and Social Sciences
- Wrote, edited, and published dozens of student, alumni, and faculty success stories
- Increased social media following and engagement through regular posts and promotions
- Created highly targeted digital and print campaigns for annual public health conferences
- Implemented project management processes that improved efficiency and effectiveness
- Effectively collaborated with and oversaw graphic design and web development personnel
- Created data-driven strategies to improve internal and external communication
- Created multi-modal campaigns to improve enrollment and engagement with college
- Directed multiple promotional videos to improve the reputation of the college

DIRECTOR OF CONTENT

Foxtail Marketing, Apr '15 - Present

- Generated MQLs for multiple clients by creating and executing content marketing plans
- Conceptualized, created, and edited copy for style, tone, and accuracy
- Lead content and design teams to ensure quality for all writing and design projects
- Used project management software to coordinate multiple projects from inception to delivery
- Created and maintained writing, editing, and design standards for all creative teams
- Generated high quality leads with social media and PPC ads using targeted ad copy and design
- Used Google Analytics and Tag Manager to track customer activity and conversions

ACADEMIC SCHEDULING ASSISTANT

Utah Valley University, May '13 - Apr '15

- Wrote, edited, and designed documentation for department schedulers
- Trained department schedulers to correctly review and edit department schedules
- Edited scheduling website using OmniUpdate
- Redesigned online form used for requesting new class sections
- Changed the university schedule in Banner INB via highly complex data entry
- Verified that classrooms on campus match internal information

TECHNICAL WRITING AND INTELLECTUAL PROPERTY INTERN

LDS Church Info. and Comm. Services Department, Jun '12 - Dec '12

- Wrote, tested and edited documentation for various internal sites
- Created new landing page for team SharePoint site to improve team visibility and reputation
- Intellectual Property (IP) and Correlation Evaluation for public-facing ICS products