

AMANDA PAULSEN

Social Media & Marketing Specialist



CONTACT INFORMATION:

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Portfolio: www.amanda-paulsen.com/

SKILLS:

Social Media & Marketing:

- Campaign Management
- Project Coordination
- Data Analysis
- Planning & Forecasting
- Social Media Management
- Google Ads
- Capcut
- SEO Strategies
- Video Editing
- Content Creation
- Sprout Social, Hootsuite

Design Technologies:

- Adobe Photoshop
- Webflow, Wix, Squarespace
- Mailchimp
- Canva

Database Technologies:

- Microsoft Office
- Google Suite
- Slack
- Artcloud
- Asana
- ClickUp

EDUCATION:

Belmont University, May 2022

English, Bachelor of Arts,

Emphasis: Technical and Creative Writing

REFERENCES:

Available upon request.

PROFESSIONAL SUMMARY:

Hello, I'm Amanda Paulsen! I'm a Social Media and Marketing Specialist. I've managed numerous social media platforms, written SEO blogs and pieces, created marketing campaigns, and designed marketing materials and advertisements for the past two years. As a working professional, I've successfully increased engagement, implemented lucrative marketing campaigns, and increased website traffic through best SEO practices. I aspire to continue to grow and increase my skill set as a digital marketing specialist.

WORK EXPERIENCE:

SOCIAL MEDIA & MARKETING ASSOCIATE

Chauvet Arts - Nashville, TN

September 2022 - March 2024

- Spearheaded social media campaigns across multiple platforms, resulting in a 1,400+ increase in followers and heightened brand visibility.
- Developed and executed online marketing campaigns that drove engagement and increased lead generation.
- Designed promotional materials using Adobe Photoshop and Canva for flyers and advertisements, ensuring consistent brand representation.
- Managed and analyzed social media KPIs including engagement metrics, followers' growth, and ROI, providing actionable insights to improve campaign effectiveness.
- Maintained company website and contributed to website design improvements to enhance user experience and navigation.
- Curated and marketed events, managing logistics and ensuring successful execution.

MARKETING & BUSINESS INTERN

Gear Seven/ Arc Studios - Nashville, TN

June 2022 - September 2022

- Edited and crafted SEO blog content for large clientele such as Gibson.
- Transcribed and interviewed directors.
- Created web content to gain more engagement and exposure.
- Utilized Webflow to design each blog post.
- Managed and updated the company's databases.
- Set up and helped organize company events.
- Selected client gifts and prepared them.
- Researched, organized, and compiled needed information for the company's database.

SOCIAL MEDIA INTERN/ASSISTANT

BEAM/ Campus Protein - Nashville, TN

June 2022 - September 2022

- Managed social media and worked with influencers for partnership deals.
- Wrote, edited, and utilized SEO techniques, for each company's blogs.
- Helped design and set up the set for product photoshoots.
- Utilized and designed marketing strategies for products on various platforms.
- Identified trends early increasing exposure and engagement.
- Helped design and layout content for social media platforms.