

Amanda Wardell

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summary

Accomplished copywriter with more than eight years creative marketing experience. Possess an original voice and a proven ability to communicate in print and online to drive sales and strengthen brand identity. Easily transition between catalog, ad, Web, brochure, direct mail, e-mail, internal communications, PR and other promotional copy while handling day-to-day creative project management. Clever problem-solver with a talent for conceptualization and strategy. Energetic and resourceful team player with the ability to stay on schedule and within budget on multiple projects of differing sizes and timelines.

experience

Freelance Clients March 2008 – Present

Mohawk Industries

- Create romance copy for all product launches.

Green Earth PR

- Responsible for monthly e-newsletter, interviews and press releases.

InterfaceFLOR Canada

- Create copy for product launches, catalogs, brochures and Web sites.
- Design brochures and booth graphics.

Kaiser Permanente

June 2008 – October 2008

Communications Specialist (Contract)

- Managed communications and logistics for one of Kaiser's annual events.
- Wrote copy for internal and external Web sites.
- Edited presentations to ensure brand identity.
- Managed speakers bureau.

InterfaceFLOR

2002 - March 2008

Marketing Manager/Senior Copywriter (2005-March 2008 / San Francisco, CA)

- Lead creative copywriter for InterfaceFLOR including catalogs, ads, direct mail, product briefs, technical briefs, Flash and email promotions, brochures, Web site content, senior management communications, campaigns, video scripts and other miscellaneous writing assignments.
- Lead designer and strategist for email campaigns, hypersites and flash promotions.
- Responsible for maintaining brand integrity and creating revenue through engaging product content.
- Developed an in-depth understanding of environmental marketing and sustainable strategy.
- Created a distinct, approachable voice for InterfaceFLOR's seven target market groups to drive sales.
- Directed photo shoots for high-end architecture and design customer segment.
- Directed the production of technical and inspirational videos.
- Managed at least 10 projects at any given time from concept to implementation with budgets ranging from \$5,000 to \$500,000.
- Interacted with Creative Director, Art Director and Vice President of Marketing to help shape brand messaging.
- Edited all messaging.

Manager of Marketing Content for Re:Source Americas Division (2003-2005 / Atlanta, GA)

- Managed multiple internal and external marketing projects including conceptual development, writing and developing content, editing, design, logistical coordination and return on investment reporting.
- Managed the launch of the company's second intranet portal, which provided a "one-stop-shop" for three business units in the United States and Canada. Maintained site content and wrote all e-newsletter copy.

- Managed the redesign and launch of the company's external Web site. Wrote Web site copy and provided concept.
- Envisioned, created content for and implemented all internal communications campaigns.
- Maintained and regulated company standards on all printed and online materials. Collaborated with appropriate legal, technical, creative and other relevant resources to ensure accurate information was presented in a style consistent with the brand presence.
- Assisted in the development and launch of new company branding.

Communication Coordinator (2002-2003 / LaGrange, GA)

- Created and implemented a strategic communications plan to support InterfaceFLOR's corporate goals and the individual goals and culture of four distinct divisions in the United States and Canada.
- Crafted all internal messaging.
- Created and managed a virtual communication team consisting of the three U.S. marketing specialists from each InterfaceFLOR business division.
- Oversaw the creation of the company's first intranet site, focused on human resources policies and internal communications.
- Managed numerous communication projects for more than 2,500 associates in the United States and Canada.
- Managed the production of communication videos for worldwide distribution to 6,000 associates. Average budget: \$10,000-\$30,000 per video.
- Served as the liaison between Public Relations consultants and virtual communication team to distribute external releases to the internal audience.
- Responsible for day-to-day communications to manufacturing, sales and administration regarding human resources policies, programs and procedures, senior management messages, business initiatives, and miscellaneous messages and announcements.
- Wrote, edited and designed weekly e-newsletter (two page) and monthly e-publication (8-12 page), focusing on industry issues, sales and marketing initiatives, and human resources programs.

LaGrange College

2001-2002

Assistant Director for Media Relations

- Created content for an interactive Web site to attract a new generation of students to the college. Enrollment rose by 10 percent and student diversification increased by 5 percent.
- Assisted in the creation and rollout of a new logo and recruitment materials (view books, advertisements and brochures).
- Cultivated relationships with local, national and higher education media sources.
- Crafted and edited press releases, weekly e-newsletter and Web content.
- Responsible for researching trends in higher education for quarterly newsletter.
- Responsible for photography of campus events and maintained photo library and article archive.
- Assistant Editor for quarterly alumni magazine and annual report.

education

Bachelor of Arts, English (2001) • LaGrange College

LaGrange, Georgia

development

Advanced Copywriting Seminar – DMA 2007
 html, Dreamweaver, Flash – BAVC 2005
 Advanced Writing and Editing – Ragan Communications Seminar
 2005

Writing for the Web – Ragan Communications Seminar 2004
 Managing Web Content – Ragan Communications Seminar 2003

skills

Microsoft Office (Word, Excel, Power Point)
 Adobe Creative Suite
 Microsoft Share Point
 Fluent in Mac and PC formats

Eloqua
 html
 CSS
 Exact Target

References and samples available upon request or visit www.amandawardell.com.