

Amanda Roy
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Professional Summary:

Ambitious Web Content Specialist and Social Media Coordinator/Manager routinely performing and completing an assortment of digital asset management tasks and projects, as well as developing, executing and managing the social media presence of 5 unique retail brands. Adept at working both independently and with multiple departments throughout the company to successfully represent our retail brands, engage customers and drive traffic to retail websites.

Core Qualifications:

- Proven ability to successfully meet tight and changing deadlines
- Extensive experience with multi-tasking and time management
- Strong organizational skills
- Writing and editing social media copy and generating relevant lifestyle stories.
- Extensive experience with Adobe Creative Suite (InDesign, Photoshop, Bridge, Acrobat Pro)
- Proficient experience using FileMaker Pro
- Creating, using and maintaining custom digital asset databases
- Familiar with basic HTML using Adobe Dreamweaver
- Working knowledge of Microsoft Office
- Participating in customer research and engagement, building brand identity and improving customer experience

Experience:

Appleseed's

**Web Content Specialist/Digital Assets and Imaging
Social Media Coordinator and Manager**

**May 2010 - Present
Middleton, Massachusetts**

Social Media Management:

- Responsible for the creation and population of all social media posts for five retail brands across the Bluestem portfolio.
- Collaborate with department heads in effort to develop social media program to boost website traffic, customer satisfaction, and engagement in the ecommerce landscape.

Population/Management:

- Responsible for management, curation and population of product images for five ecommerce sites across the Bluestem portfolio.
- Collecting, editing and preparation of digital media assets and commerce deliverables, including all online product images, plus emails, homepages and online banners.

Quality Control:

- Collaborate with print production, creative, merchandising and ecommerce teams to ensure quality and accuracy of cross-channel merchandising. Duties include proofreading, image selection and asset management.
- Provide quality assurance for Appleseeds.com, Togshop.com, Linensource.com, Normthompson.com and Sahalie.com to make sure product placements are completed with consistent accuracy.

Collaboration:

- Collaborate with print production, creative, merchandising and ecommerce teams to ensure quality and accuracy of various ecommerce sites.
 - Work with merchandising teams to create ecommerce sales strategies focusing on product representation and imaging.
 - Manage needs of multiple internal departments, prioritizing requests, deadlines and available resources.
- Strong track record of delivering on-time, even against last-minute requests.
- Maintain flexibility, working with multiple internal departments on various projects in a deadline-driven environment, with the ability to pivot projects at a moment's notice.

Education:

Fitchburg State University

2005-2009

Bachelor of Science - Communications Media

Graphic Design and Professional Communications