

AMANDA N. DAVIS

CONTACT

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-  Amanda.Woodward@gmail.com

EXPERTISE & SKILLS

- Social Media Content Strategy
- Facebook Ads
- Project Management
- Collaboration
- Event Planning
- Leadership
- Communication
- Blogging
- Strategic Planning
- Visual Presentations
- Public Speaking

PRESENTATIONS

- MozFest 2016 – London, UK
- SXSWedu 2017 – Austin, TX

AFFILIATIONS

- Just Food – Board Member
- Social Media Club – Board Member

EDUCATION

**Master of Science
in Digital Content Strategy**
University of Kansas - 2018

**Bachelor of Science
in Business Administration**
Franklin University – 2010

**Bachelor of Science
in eMarketing**
Franklin University - 2010

PROFESSIONAL EXPERIENCE

COMMUNICATIONS PROJECT MANAGER

ITFO Communications | 2018 – Present

- Manage creation and publication process for executive blogs, articles, whitepapers, and documents
- Identify main client groups and audiences to determine best ways to reach them
- Assign, supervise, and review activities of staff
- Maintain detailed timelines, project plans, and hours budgeted for project deliverables and key milestones
- Lead internal project status meetings and ongoing project schedule updates
- Manage multiple projects simultaneously and understand project priorities in the context of agency and client expectations
- Manage changes to project scope, project schedule, and project costs using appropriate verification techniques
- Help develop client's corporate image and identity
- Engage in client marketing activities, including helping maintain clients' online presence through a website, blog, or social media
- Work with client partners to analyze project needs, to help ensure they fit with resourcing, project objectives, and quality standards
- Successfully manage the relationship with the client and all stakeholders

RESEARCH PROJECT COORDINATOR

University of Kansas | 2015 – 2018

- Designed and executed social media strategy of five (5) social media accounts (Twitter and Facebook) for Center for Public Partnerships & Research and partner organizations
- Managed multi-state team to develop national e-learning platform for professional development of family support professionals
- Supervised administrative staff and college intern
- Managed a team of writers to create blog content for Center

FIELD OFFICE OPERATIONS MANAGER

Waddell & Reed, Inc. | 2013 – 2015

- Managed end-to-end lease process for 160+ field offices across the United States
- Facilitated coordinated decision-making and implementation between home office, field leaders, individual agents, and dozens of vendors in each location

VOLUNTEER WORK

GIRLFRIEND'S GALA

Founder & Event Chair

American Cancer Society | 2014 - 2019

RELAY FOR LIFE OF DOUGLAS COUNTY

Event Chair

American Cancer Society | 2012 – 2016