

Amanda Hawkins

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JANUARY 2018 - PRESENT

iCrossing, Hearst Corporation - **Manager, Social Strategy**

Work with a variety of B2C and B2B clients at iCrossing, Hearst Corporation's digital marketing agency:

- Develop audience- and data-driven holistic social strategies, in the form of quarterly and annual plans
- Define client KPIs and benchmarks for both always-on and campaign-based work
- Collaborate with strategy, copywriting, and design teams in the creation of social content
- Collect, analyze, and present monthly metrics findings from social channels
- Manage various technological social tools, including content calendars and posting and social listening tools
- Identify and implement social listening strategies, then utilize those insights to advance clients' approach
- Provide client-facing feedback on social targeting tactics, platform usage, and moderation techniques

MARCH 2015 - JANUARY 2018

FreshDirect - **Marketing Manager, Integrated Content & Social Media**

Manage all social media accounts for FreshDirect.com:

- Write and schedule all social with more than 115K combined followers, averaging nearly 400 posts per month
- Track data and provide insights for monthly analytics reports
- Write 15-20 stories per month for the FreshDirect blog with 50,000 monthly unique views
- Brainstorm, plan, and manage video and photoshoots and act as the eyes of the brand on site
- Manage social media influencer activations and events from inception to completion
- Assist with the social branding of new internal brands and expansion efforts

APRIL 2014 - MARCH 2015

Good Housekeeping, Hearst Digital Media - **Beauty & Health Web Editor**

Oversee and manage all editorial-related tasks for the beauty and health verticals on GoodHousekeeping.com:

- Brainstorm, write, and produce four pieces of original content a day, driving more than 250K monthly views
- Manage and edit features from contributors, magazine staff, and The Research Institute
- Repurpose magazine content to succeed in the digital space

AUGUST 2011 - APRIL 2014

iVillage.com, NBCUniversal - **Associate Lifestyles Editor & Web Producer**

Assist Beauty & Style, Food, and Home & Garden editors with writing, editing, and production-related tasks.

Skills & Tools

Basecamp, Branding, Bitly, Drupal, Editing, HTML, Google Analytics, Hearsay, HootSuite, InDesign, Marketing, MS Office, Netbase, Omniture, Photoshop, SEO, Social Media Platforms (Facebook, Instagram, Pinterest, Snapchat, Tumblr, Twitter), Spredfast, TrackMaven, Trello, Union Metrics, Wordpress, Writing

SEPTEMBER 2007 - JUNE 2011

Ohio University - **Bachelor of Science in Journalism**