

# Amanda Bennett

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## Summary:

A budding Communication professional, self-driven and eager to learn. Versatile and resourceful with a good knowledge in techniques used in social media campaigns. Enthusiastic and maintains a high level of professionalism, creativity, and patients to strive for success. Recognized for organization, leadership, public speaking and ability to manage multiple tasks in fast-paced environments with minimal oversight. Eager to bring creative strategies to a growing company and learn from them. Wants to take climb the career ladder working with a positive, energetic, agency or office.

## Top Five Clifton Strengths:

1. Responsibility 2. Individualization 3. Arranger 4. Activator 5. Futuristic

## Education:

*Lasell College*, Newton, MA | **Master of Science, Integrated Marketing** August 2018

**Bachelor of Arts, Communications: Creative Advertising** May 2017  
Minors: Graphic Design; Studio Art  
Dean's List

*American College Of Greece (DEREE)*, Athens, Greece Fall 2015

## Work Experience:

*Pathways For Change, Inc.* Worcester, MA | **Social Media Specialist & Youth Counselor** July 2020 –

- Manage Brand's online presence: Design/ photograph content on IG, Facebook, which resulted in overall organic increase of a 40% following.
- Design a marketing plan for social media (How do you spread awareness about such an important and deep topic of sexual violence, while making the social media pages a safe space: 'happy, uplifting, motivational?')
- Prepare/ planning for Outreach/marketing events including materials/ table designs/ design ads for event booklets, table pieces, and giveaway items.
- Attending Outreach events to spread awareness of sexual violence, support survivors, connect with community networks/members/ service providers building relationships for future referrals/trainings.
- Design Ads and flyers for various events and promotions.
- Host workshops/trainings for Youth & professionals (middle school, high school, college aged) on topics with include but are not limited too: healthy relationships, consent, internet safety, social media and dating app safety, self-care, coping skills, etc.
- Design the training presentations for these youth workshops/trainings.
- Integrate social media into agency outreach events/ activities.
- Collect, Analyze, provide quality social media analytical reports— meeting funder and agency deadlines.
- Assist with training staff, interns, and volunteers around social media participation, social media related issues.
- As a certified counselor to support survivors or sexual violence, I am focused on the youth but am qualified to support a survivor of all ages.
- 1/4 time counselor responsibilities include: supporting walk- in clients, support/ manage a schedule of up to 5 clients weekly, manage youth support groups/workshops, attend trainings in school systems & be able to support survivors in the moment if triggered, create safety planning, the empowerment model and, reframing techniques.
- Participate in creation of annual goals for the Education and Outreach Dept.
- Create an individual annual goal plan.
- Submit monthly reports of progress towards annual goals.
- Assists in PR initiatives.

*VIBCO Vibrators*, Wyoming, RI | **Marketing & Social Media** May 2018 – May 2020

- Manage/ Design various Email Blast campaigns. (HTML) Create email lists pulling/making data queries in Sales Logix
- Manage Brand's online presence: Design/ photograph content on IG, Facebook, LinkedIn, Twitter; Google My Business which resulted in overall organic increase of a 70% following.
- Manage CEO/President's online presence on social media: LinkedIn, Twitter, and Facebook.
- Assisted in creating New Website [www.vibcovibrators.com](http://www.vibcovibrators.com): Downloadable/ searchable Catalog PDF's, Blog, and fulfillment of Literature Requests.
- Fulfill Literature requests & update Customer/Vibration Nation Data base with new contact/ account information.
- Assisted in re-designing and editing New Product Catalog "Vibration Solutions" before being sent to print.

- Designed an Integrated Marketing Strategy and Plan for the launch of the 2018 Product Catalog and various new product specific catalogs/ flyers.
- Prepare/ planning for all marketing materials/ booth designs/ and product spotlight for Trade shows.
- Event planning for Lean and Shingo ; Continuous Improvement events, and VIBCO Lean and Strengths Tours.
- Manage VIBCO's Employees' 'Clifton Strengths'.
- Responsible for minimal PR initiatives.

*Swapoz*, Natick, MA | **Marketing & Design Intern**

November 2016 – July 2017

- Design/ photograph social media content including IG, Facebook, and Twitter
- Manage social media accounts resulting in:
  - IG followings organically increased by 30+%
  - Facebook likes and followers increased by 25+%
  - Twitter followers organically increased by 10%
- Supported full-time design team by offering creative direction and suggestions (Mood Boards)

*Kel & Partners*, Boston, MA | **Social Media Intern**

September 2016 – December 2016

- Research to create accurate and educational social media content to engage healthcare consumer audience
- Absorbed strategic social media marketing guidance from leadership
- Evaluated target audiences social media activity (Outbound monitoring/ Mimic following)

*Worcester State University*, Worcester, MA | **Marketing Department Intern, Web Asset Designer**

Summer 2016

- Design Illustrations and Graphics for WSU's website, Student Portal and Social Media accounts
- Resized Graphics for School Website, Student Portal, and Social Media platforms
- Edit and design a variety of marketing packets and booklets for a variety of offices on campus
- Assisted in the production for the WSU's Mascot music video created for potential prospect and accepted students.

**Volunteer Experience:**

*Selectman for Town of Thompson Campaign*, Thompson, CT

August 2017 –

Present

- Designed Logo and graphics for campaign with minimal oversight including: (two logos, lawn signs, posters, magnets, palm cards, post cards, etc.)

*First Friday Stealthy Art Committee*, Putnam, CT

January 2016 – Present

*Northeast Organization for Wellness*, Putnam, CT

June 2014 – August 2015

*Homeless Awareness*, Thompson, CT

September 2009 –

2013

**Activities:**

*Global Ambassador Society*, Lasell College

January 2016 – Present

*1851 Chronicles Newspaper Illustrator*, Lasell College

September 2013 – Present

**Skills:**

Proficient in Microsoft Excel, PowerPoint, and Word • Proficient in Adobe Photoshop, Illustrator, InDesign. Knowledgeable in Web design, Dreamweaver, Adobe After Effects, and Adobe Premiere • Time management • Google Analytics • Ad words • Communication • Organic Social Media • Minimum Paid Ad on social media • Leadership

**Accomplishments:**

2016 First Friday Poster Contest Winner, Putnam, CT