

amanda ANNONIO

advertising, brand management,
marketing, and public relations

Contact Information

AAnnonio@gmail.com
(205)-249-7011

Website:

AmandaAnnonio.com

Education

THE UNIVERSITY
OF ALABAMA

Master of Arts in
Advertising and
Public Relations

Graduated: August 2017

AUBURN

UNIVERSITY

Bachelor of Science in
Business Administration
Major: Marketing
Minors: Business
Engineering Technology
and Finance

Graduated: May 2016

Expertise and Skills

Strategic planning,
marketing campaign
creation, project
management, event
planning, event
promotion, vendor-
client relationship,
budget management.

Computer: Proficient
in Adobe Photoshop,
Adobe InDesign, Adobe
Illustrator, Microsoft
Office Suite, SPSS, and
social media outlets
(including Facebook,
Instagram, Pinterest,
Twitter, SnapChat, and
LinkedIn).

Experience

AGENCY54; Birmingham, AL

Marketing Account Coordinator (January 2018-Present)

- Create and manage communication campaigns for clients
- Manage Client/Agency Relationships
- Coordinate Advertisement buys and distribute related necessary materials
- Create and manage budgets throughout communication plans
- Community outreach and special event planning

GLOMERATA (Yearbook); Auburn, AL

Editor-in-Chief (April 2015-May 2016)

- Managed the publication of 452 pages and staff of twenty-six students
- Designed and revised all spread designs, photography, and content material
- Allocated and managed a budget of \$200,000
- Supervised digital advertising campaigns

Athletic Section Editor (May 2013-April 2015)

- Designed and revised athletics related yearbook pages for publication
- Coordinated with external photographers in order to receive professional photographs

Greek Life Section Editor (August 2012-May 2013)

- Collected and managed contracts with twenty fraternities and seventeen sororities
- Managed a staff of four to coordinate photography, page design, and deadline dates

CODE CREATIVE LAB; Rome, Italy

Consulting Intern (May-July 2015)

- Collaborated to develop a social media campaign for Wella Salon, a client of CODE
- Studied the International Business Market and general business practices for Italy

Involvements

SOCIAL SORORITY; Auburn, AL

Vice President of Organization (December 2014-December 2015)

- Organized all dates and times for sorority events
- Planned team building events for executive team and members-at-large
- Maintained all necessary documentation for the organization

Treasurer (January 2014-December 2014)

- Determined and coordinated receipt of membership dues from 240 members
- Developed a budget for the subsequent fiscal year

DUNKIN' DARLINGS; Auburn, University

Member-at-Large (October 2015-March 2015)

- Supported the basketball team at games and other events
- Represented the team and the university to scholarship donors