

AMANDA MORDEN

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PROFESSIONAL SUMMARY

Experienced marketing management professional who consistently delivers high-quality and results-focused marketing content. Expertise in identifying emerging market trends.

SKILLS

- Copywriting and medium design
- Multi-media business drawing
- Excellent interpersonal skills
- Bilingual in English and Spanish
- Creative and innovative
- Creation of consumable product from concepts
- Seasoned traveler with an eye for outside markets

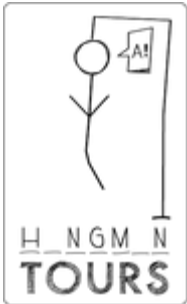
WORK HISTORY

Hangman Tours

June 2013 – July 2016

Creative Director

- Created Hangman Tours, a subsidiary of Shakers Inc., consisting of five historic walking tours, two ghost tours within Shakers expanding the product to a wider audience resulting in 22% business growth within two-year period.
- Wrote, developed, and directed Hangman Radio: a classic Radio Noir style program producing new and fresh entertainment.



Shakers Cigar Bar

May 2010 – July 2016

Marketing Director

- Directed and coordinated marketing activities and policies to promote products and services.
- Worked with design team to keep content current and relevant across all media aiding in attaining qualified customers.
- Developed pricing strategies while balancing firm objectives with customer satisfaction maximization.
- Directed highly targeted media buys increasing business while keeping within a sensible budget.
- Quoted in various media outlets including television news clips highlighting ease of public speaking and exemplary people skills.
- Coordinated private events, entertainment, corporate team outings ranging from a CEO cigar night to a major corporate affair including tours and amazing cuisine.

