

# **Amanda Campbell**

## **MARKETING AND SALES MANAGER**

Lafayette, CO

campbellcreativestudio8\_8qy@indeedemail.com - 303-590-5862

Marketing and Sales Manager with 15+ years of experience in juggling schedules, events, projects, and critical deadlines, while efficiently completing other general office administration duties. Adept in time management, copywriting/ editing and creative design projects with original content.

Authorized to work in the US for any employer

### **WORK EXPERIENCE**

#### **MARKETING AND SALES MANAGER**

AMERICAN FAMILY INSURANCE -

2016-08 - Present

- \* Collaborated with multiple teams to develop individualized targeted marketing strategies.
- \* Increased SEM / SEO by 76% over 6 months.
- \* Oversaw the design and rebranding of digital campaigns across multiple platforms.
- \* Highlighted Google business to target market trends resulting in a 26% increase in user engagement on our site.
- \* Executed creative design campaigns with original content for events, education & marketing.
- \* Spearheaded a digital review tracking system that increased positive reviews by 71% over 1 year.
- \* Implemented a successful email and text messaging marketing campaign.

#### **PORTRAIT SALES SPECIALIST / SENIOR LEAD PHOTOGRAPHER**

LIFETOUCH CHURCH DIRECTORIES -

2011-10 - 2016-08

- \* Photographed a diverse portfolio for 12-15 families daily while maintaining an efficient schedule.
- \* Piloted a successful pet portrait program with original creative content.
- \* Stayed abreast of posing style and lighting trends in the ever-changing portrait market.
- \* Created unique and flattering portraits for each individual sitting.
- \* Reviewed portraits with clients and guide them through purchasing options that meet their needs.
- \* Maximized portrait and product sales while staying within the client's budget.
- \* Traveled to various locations with a complete studio making creative use of individual spaces.

#### **SATELLITE TERRITORY MANAGER / LEAD PHOTOGRAPHER**

LIFETOUCH NATIONAL SCHOOL STUDIOS -

2006-08 - 2009-10

- \* Coordinated photographers for a smooth running picture day.
- \* Traveled 120 miles to 800 miles a day.
- \* Photographed portraits, groups, sports, dances, graduations and special events.

- \* Directed photography schedules for a 125-school territory.
- \* Reviewed and updated school services, events and product needs.
- \* Increased bookings by 17% and retained a 67% market share.
- \* Rebooked existing schools ahead of territory deadlines.

## **CAREER AGENT/ REGISTERED REPRESENTATIVE**

FARM BUREAU FINANCIAL SERVICES -

2004-10 - 2006-07

- \* Converted \$1.4 million in property & casualty policies from paper files to an on-line package policy system.
- \* Established asset allocations consistent with client's financial objectives, and comfort level with various types of financial instruments and general risk tolerances.
- \* Achieved the "Blue Vase Award" for outstanding sales as a rookie agent.
- \* Personalized non-standard accounts with brokerage services.

## **MARKETING ASSISTANT**

FARM BUREAU FINANCIAL SERVICES -

2003-11 - 2004-10

- \* Composed multiple call scripts, increasing self-reported customer satisfaction by 25%.
- \* Devised email templates that increased service productivity by 15%.
- \* Overhauled a filing system to increase response rates for clients by 50%.
- \* Translated complex insurance text into easily readable material.

## **EDUCATION**

### **Associate of Science in Massage Therapy in Massage Therapy**

Kansas Massage Institute - Topeka, KS

2002-05 - 2003-07

## **SKILLS**

SALES, MARKETING, SEARCH ENGINE MARKETING, SEARCH ENGINE OPTIMIZATION, Copywriting/  
Editing, Office Administration

## **LINKS**

<https://www.facebook.com/campbellportraitlphotography/>

<https://www.linkedin.com/in/amanda-campbell-505104113/>

## **ADDITIONAL INFORMATION**

### **SKILLS**

- Copywriting / Editing
- Graphic Design

- Planning / Event Planning
- SEO / SEM
- Communication
- Ability to Work Under Pressure
- Decision Making
- Time Management
- Self-motivation
- Conflict Resolution
- Leadership
- Adaptability
- Teamwork
- Creativity