



AMY DRAYER

ABOUT

I'm a well-rounded professional with twenty years of marketing, management, and community engagement experience. I create written and visual content and distribution strategies that will motivate your community or consumers to take action, embrace new perspectives, and view you, your company, or your organization as an anticipated, relevant, personal addition to their everyday media consumption.

EDUCATION

SCRIPPS COLLEGE
BA, Women's Studies
1999

CONTACT

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SELECTED EXPERIENCE : SOCIAL

FULL RESUME AVAILABLE AT WWW.ADRAYER.COM

INDEPENDENT CLIENT WORK

Generate written and visual content for clients and deliver effective community management strategies. Manage posting, engagement, strategy, follower growth and evaluation. Native and platform management expertise with Facebook, Twitter, Instagram, LinkedIn, Pinterest, Hootsuite, Buffer, Iconosquare, Sprout Social, Salesforce, MailChimp, Constant Contact, WordPress and Weebly.

- Shop Jane West - January 2018 - present
- Mary Janes Film - January 2018 - present
- What the Food Film - January - June 2018
- Rocky Mountain Fiction Writers - Sept. 2017 - present

RISE ABOVE SOCIAL STRATEGIES

Client Services Manager | 2016 - present

Client work includes social media management and strategic development, brand development and oversight, digital and traditional media content creation, website redevelopment and management, email program development and management. Highlighted clients include:

- Community Initiatives
- Willie's Reserve
- Women Grow
- Community Shares of Colorado

THE GLBT COMMUNITY CENTER OF COLORADO

VP, Strategic Initiatives - 2006 - 2013, Denver, CO

Relevant Marketing Management & Outcomes

- Manage The Center's overall brand & voice, marketing and communications strategies, digital platforms as well as print, live events, television, radio promotions, as-needed graphic design work.
- Strategic oversight & development of digital programs, growing the email list by 300%, creation of the Facebook program with growth to over 5,000 likes, creation & growth of the Twitter program to 2,500 followers.
- Creation of organizational brand manual, development & maintenance of email templates.
- Management of organizational website, oversight of website redevelopment, content creation, & management.