

# AMANDA KEULER

*I am looking to obtain a position within the digital media industry where I can use my skills in design, strategy, and project management to create, improve and promote ideas and people.*

## Freelance - Remote

### *Social Media Management & Web Design* (May 2017 - current)

- Redesign websites using Squarespace and Bootstrap templates to align with client goals and to fit responsive design standards
- Create content and manage communities on Facebook, Twitter and Instagram for a chain of restaurants leading to a 48% increase in website traffic after the first month

## **Cystic Fibrosis Foundation** - Atlanta, Ga.

### *Event Support Specialist* (Nov. 2013 - May 2016)

- Planned and implemented special fundraising projects (themed parties, cycling rides, restaurant tastings) raising close to \$760,000 in 2015
- Managed progress and overcame setbacks for project tasks including: vendor contracts, local and state permits, event venue logistics, sponsorship payments, signage, printing, etc.
- Coordinated meetings with board chairs, volunteers, third-party vendors and internal team members to develop and execute project plans
- Developed and maintained multiple event/project timelines and budgets
- Created content for monthly e-newsletters and special event campaigns
- Designed promotional materials including logos, invitations, magazine ads, posters and sponsorship proposals
- Managed 60-person volunteer team for special event
- Presented project progress to internal and external leadership on a regular basis

## **Georgia Center for Nonprofits** - Atlanta, Ga.

### *Georgia Gives Day Coordinator* (Nov. 2012 - Nov. 2013)

- Executed statewide, online fundraising event with over 1,300 nonprofits, raising over \$780,000 in 24 hours
- Cultivated and maintained partnerships with media groups, community foundations and other stakeholders
- Trained participating nonprofits via webinars and one-on-one in creating online presence and public relation strategies
- Crafted content for monthly e-newsletters, instructional fundraising tool kits and daily emails leading up to the event
- Conducted, analyzed and presented post-event research collected via interviews, nonprofit and donor surveys and raw data to media groups, board members and prospective nonprofit participants
- Managed social media accounts reaching 1M impressions the week of event
- Created original content for the program's official blog with an audience of 200+ readers

## **Bulldog Bucks at the University of Georgia** - Athens, Ga.

### *Marketing Assistant* (Aug. 2011 - May 2012)

- Planned and executed weekly spotlights with participating merchants
- Designed posters, promotional materials and online orientation module using Adobe Creative Suite applications
- Developed on-campus student contests with over 500 total participants
- Managed Bulldog Bucks Facebook page and grew fanbase by 88%

## Contact Me

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### Email

amkeuler@gmail.com



### Phone

678-457-9048



### Portfolio

www.amkeuler.com



### LinkedIn

www.linkedin.com/in/amandakeuler

## Education

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MA Journalism & Mass Communication  
University of Georgia, 2017

**Major:** Emerging Media

BA Journalism & Mass Communication  
University of Georgia, 2012

**Major:** Public Relations

**Minor:** Speech Communication

## Relevant Graduate Coursework

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- Digital Media Design & Aesthetics
- Digital Media Storytelling
- Digital & Social Communication Strategy
- Media Interaction Design & Usability
- New Media Photography
- Rich Media Production
- Project Management & Innovation
- Research Methodology in Mass Communication
- Applied Network Analysis of Social Media
- Data Visualization

## Skills

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**Development** - HTML, CSS & Javascript

**Design** - Illustrator, InDesign, Photoshop

**Event/Program Management**

## Awards & Achievements

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- Graduated Magna Cum Laude, 2012
- Dean's List - Fall 2008, Spring 2009, Fall 2009
- Golden Key Honour International Society Member
- UGA PRSSA Creative Consultants Team Member of the Year 2011