

# AMANDA STROUSE

## MARKETING RENAISSANCE WOMAN

GROWTH-DRIVEN MARKETING  
MARKETING SOFTWARE EXPERT  
JOURNALIST & EDITOR

## PROFESSIONAL SUMMARY

Results-driven marketing, content and PR strategist with over 15 years of experience crafting and executing high-impact marketing campaigns. Proven expertise in building marketing plans, content strategy, SEO, CRO, lead generation, software stack optimization, digital/traditional advertisements, public relations, writing and editing, among other areas. Adept at working directly with C-suite, marketing directors and agencies to drive brand growth, elevate brand presence, enhance online visibility and increase customer engagement. Strong leadership, analytics, writing and creative problem-solving skills.

## EDUCATION

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- San Diego State University  
Graduate
- BA: Journalism/Communication
- Graduated Cum Laude, with Honors
- Two Minors: Psychology & Political Science Theory

## KEY SKILLS

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- ✓ Brand Elevation Expert
- ✓ Full Marketing Plan Production
- ✓ Market Research & Target Audience Research
- ✓ MarTech Stack Proficient
- ✓ Content Strategy & Management
- ✓ SEO & Keyword Optimization
- ✓ Digital & Traditional Marketing
- ✓ Social Media Strategy & Advertising
- ✓ Public Relations, Press Release Creation & Media Outreach
- ✓ Lead Generation & Conversion Optimization
- ✓ Business Consulting & Brand Strategy
- ✓ CX, UX & UI Analysis & Optimization

## PROFESSIONAL EXPERIENCE

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### Independent Marketing, Content, PR Specialist & Consultant

Self-Employed | Remote  
2014 – Present

Develop and execute full-scale marketing strategies for CEOs, marketing directors and agencies to enhance brand visibility, lead generation and customer acquisition.

Spearhead website redesigns, content marketing, email campaigns, SEO strategies, digital advertising and PR outreach. Write and optimize case studies, marketing collateral, press releases and magazine articles to strengthen public relations efforts.

Analyze and optimize websites for improved performance, UX and conversions.

Assist companies with business software selection and implementation to enhance efficiency and productivity.

### Content Manager

Yokel Local Internet Marketing Agency | Las Vegas, NV  
2020 – 2022

Led content strategy and managed all digital content production for the agency and 30+ clients.

Developed and executed SEO-driven content strategies to improve organic search rankings and lead generation.

Supervised a team of writers, ensuring high-quality, conversion-focused content.

Created and optimized email marketing campaigns, buyer personas and analytics reports.

### UNIQUE SKILLS

- ✓ 200+ CRM, CMS, AI and other marketing tools/software
- ✓ HTML & CSS
- ✓ AP Style & English GSP
- ✓ Types 120 WPM with 99% accuracy
- ✓ 5 HubSpot Certifications
- ✓ 20+ years' experience with Adobe Creative Suite
- ✓ Excellent researcher
- ✓ 20 years of professional writing and editing experience
- ✓ Proficient in Microsoft Office, Google Workspace, Google Marketing Tools, HubSpot, WordPress, Adobe Creative Suite & many other platforms

### VOLUNTEER WORK

- Meals on Wheels
- Second Chance Dog Rescue
- Various Soup Kitchens

### Marketing Strategist & PR Specialist

Bloominari Marketing Agency | San Diego, CA  
2015 – 2020

Created keyword-rich, call-to-action (CTA)-focused website content and blog articles for the agency and its clients to improve search rankings and conversions.  
Designed and executed social media marketing strategies to enhance brand awareness and customer engagement.  
Managed social media ad campaigns, analyzed performance and provided detailed reports.  
Crafted press releases and PR strategies to amplify brand visibility.

### Marketing Manager → Marketing Director

Nu Flow America | San Diego, CA  
2011 – 2015

Partnered with the CEO to enhance brand reputation and expand market reach.  
Led inbound and outbound lead generation efforts, increasing leads and customer acquisition.  
Designed and executed multi-channel marketing plans, including digital, email, print ad and trade show marketing.  
Managed social media accounts, CRM systems and website content updates.  
Created compelling case studies, marketing collateral, thought leadership articles for printed publications and email newsletters.  
Designed visual assets using Adobe Photoshop and InDesign, improving brand consistency.

### Web Content Writer & Social Media Manager

HealthyFeetStore.com & HealthShoreStore.com | San Diego, CA  
2009 – 2011

Conducted keyword research and wrote keyword-rich website content and blog posts to drive traffic to sites.  
Optimized website content and blog posts for SEO, driving organic traffic growth.  
Managed and grew social media accounts, including Facebook and Twitter ad campaigns.  
Created email marketing campaigns, press releases and promotional materials.  
Led affiliate marketing initiatives to increase sales and brand exposure.

### Freelance Journalist

San Diego Union-Tribune | San Diego, CA  
2009 – 2013

Wrote engaging articles and general assignments for a major regional publication, one of the biggest newspapers in US.

### Editor-in-Chief

The Daily Aztec (SDSU's Student-Run Newspaper) | San Diego, CA  
2008-2009

Managed an \$800,000 budget, oversaw newspaper production and led a team of editors and writers.  
Hired, trained and mentored staff while enforcing editorial policies and quality standards.  
Awarded "The Daily Aztec's MVP Award" in recognition of leadership and contributions.  
Editor of the Opinion Section for two years before being voted in as the Editor-in-Chief.