

# AMANDA JENNINGS

Communications Strategist

## Profile

I'm a problem-solving machine; I can meet outrageous deadlines, prioritize complex tasks, accomplish strategic goals, and correctly use the semicolon in a sentence. I have a proven ability to write persuasive copy, manage creative projects, as well as develop content and programs which increase member value.

470.214.7464

LINKEDIN.COM/IN/AJENNI21

GREENBELT, MD

## Experience

### PGCEA

### Communications and Government Relations

9/2022—Present

Led communications, public relations, and marketing strategies for union members, community stakeholders, and government officials. Created content for emails, social media, graphics, website, and other communications materials. Maintained media relationships and collaborated with leadership on message development and delivery. Maintained relationships with legislators and government officials, supported lobbying efforts, and liaised with political organizations. Managed the union's social media presence across Facebook, Twitter, LinkedIn, Instagram, and YouTube, ensuring consistent messaging. Implemented email marketing best practices and improved member email open rates from 42% in 2022 to 62% in 2024. Monitored legislative activity, informed members and the public on policy issues, and advocated for union positions. Prepared legislative testimony, designed a political development program for member leaders, and supported candidate research, recommendations, and election campaigns. With engaged member support, union endorsed candidates won 85% of their races in 2022 and 100% of their races in 2024

### AIAA

### Social Media Manager

1/2021—6/2022

Responsible for developing the AIAA social media strategies and tactics as part of overall marketing and communications strategy. Managed all social media presence and content on Facebook, Twitter, Instagram, LinkedIn, and YouTube. Created relevant and thought provoking content, increased audience engagement by 124% from 2.63% in January 2021 to 5.88% in April 2022. Researched and developed audience-specific content to meet various outreach goals, grew the AIAA social audience 86% month over month from 104,487 in January 2021 to 116,106 in April 2022. Developed social media marketing tactics to generate leads from the AIAA social audience, improved post link click through rates from 0.2% in January 2021 to 2.8% in April 2022—a 1300% increase. Proactively reached out to key aerospace social influencers and bloggers to build partnerships to promote AIAA events and programs, reached over 100,000 new prospective through influencer marketing. Redesigned and organized the AIAA YouTube page, adding SEO to all +900 videos and uploaded an archive of over +300 videos, resulting in an increase in overall channel traffic by 63% and an increase in followers by 38% from October 2021 to April 2022. Analyzed social media metrics and data reporting for the Institute to demonstrate the business value of social media, resulted in an overall shift in social advertising spending to LinkedIn InMail, the only platform to generate conversions in five years of documented ad spends. Monitored, analyzed and reported social media followers, engagement, and conversations with Sprout Social and Google Analytics, generated \$40,000 in sales in 2021.

### AIA

### Community Manager

9/2018—11/2020

Created communication strategies and program analysis for architecture practice resources, collaborating with AIA members, allied organizations, and staff, increasing member generated content reach by 30%. Developed copywriting, emails, home pages, social media posts, webinars, and live events promoting practice resources. Redesigned the Small Firm Business Model Survey using Tableau to visualize survey results receiving over 2000 views in the first three months. Leveraged Google Analytics, surveys, and direct feedback to monitor websites and communications KPIs; providing advice, recommendations and assistance with content and SEO. Edited and shared 60 articles for AIA Best Practices, landing AIA Best Practices in the top ten most viewed pages on aia.org for two straight years. Facilitated planning, preparation, and on-site execution of in person and virtual architecture leadership events generating over \$10,000 in revenue.

### Kapowza

### Assistant Account Manager

12/2017—7/2018

Lead project manager for a creative marketing agency, communicated deliverables and deadlines from clients to the creative team, guaranteed projects were returned to clients on time. Contributed copywriting to print, digital, and video marketing campaigns and proofread all work for consistency of voice and accuracy before submitting to clients. Operated the Content Management System HubSpot, maintained websites, blogs, and social media accounts. Designed monthly newsletters, growing audience engagement by 44% from the previous year. Supported senior leadership with scheduling, meeting minutes and ordering supplies.

### US Army

### Human Resources Manager, Captain

01/2015—11/2017

Supervised five clerks and one junior manager, responsible for essential personnel services; postal services; departmental initiatives; and customer service for 1,400 Soldiers. Streamlined operations by restructuring section into personnel resources and human resources teams, rotating clerks for professional development, fostering discipline, training, morale, and welfare. Coached partners on internal company process for writing, editing, and proof-reading personnel actions, reducing errors and improving submission timeliness. Facilitated bi-weekly meetings for senior leadership and distributed meeting notes. Developed policies, procedures, and templates for department, improving quality control and reducing the average time to process administrative actions by three days. Standardized writing, editing, and proof-reading for personnel actions for 200 Soldiers, returning over \$12,000 owed to 20 soldiers by correcting systemic pay issues and rapidly mobilizing 100 Soldiers for four deployments.

## Education

### SCAD

B.A. Advertising  
09/2009—06/2013

## Skills

Microsoft 365  
Adobe Creative Cloud  
Copywriting  
Editing

Project Management  
HTML and CSS  
Data Visualization  
CRM and CMS

SalesForce  
WordPress  
SharePoint  
Zoom, WebEx, GoToMeeting