

AMANDA (MANDY) MAIR

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PROFILE

Digital Marketing Experience 10 years
Social Media Management Experience 10 years
Management Experience 3 years

EDUCATION

Pittsburg State University **Pittsburg, KS**
Bachelor of Communication | Emphasis: Strategic Communication | Minor in Marketing | GPA: 3.8 *May 2022*

- **Notable Courses:** Research Procedures, Consumer Behavior, Business Law
- **Awards/Honors:** Communication Department Senior of the Year, National Frost Fidelity Award Nominee

WORK EXPERIENCE

Mandy Mair Media LLC **New York, NY**
Company Owner & Digital Marketing Expert *September 2014 - Present*

- Plan and create social media content.
- Organize and manage Google and Meta Advertisements.
- Design aesthetically pleasing brand packages and create social media feed mockups.
- Prospect potential digital marketing and social media clients.
- Track growth and progress through social media analytic analysis and SEO.
- Plan and manage company budget and expenses.

Achievements

- Organically grew social media net following to over 20,000.

New Patient Group

Remote

Creative Director

March 2021 - Present

- Develop branding packages for clients.
- Manage a team of social media specialists.
- Lead graphic designer and strategist for digital marketing campaigns.
- Conduct meetings that achieve results.
- Track progress through social media analytic analysis.

Social Media Specialist & Project Manager

March 2021 - March 2022

- Manage the social media presence of clients (up to 15 at a time).
- Create content and copy for daily social media posts via provided images and Canva graphic creation.
- Schedule social media posts across platforms (Instagram, Facebook, LinkedIn, YouTube, and TikTok).
- Edit and optimize videos for social media and YouTube.
- Coach social media clients on content production.

SKILLS & INTERESTS

Computer: Adobe Suite, Canva, Eclinch, Google Analytics, Google Suite, iMovie, MacOS, Meta, Microsoft Office, Monday.com, Slack, Social Media Platforms, Squarespace, Wix

Languages: English (Native and Fluent), Spanish (Conversational)

Soft Skills: Ability to Adapt, Communication, Creativity, Critical Thinking, Delegating, Leadership, Management, Organization, Problem Solving, Strong Work Ethic, Time Management

Hard Skills: Copywriting, Data Analysis, Editing, Graphic Design, Marketing, Project Management, Search Engine Optimization, Social Media, Video Editing, Web Design