

# Amanda M. Whirley

1140 Bent Creek Rd | Watkinsville, GA | 30677 | 727.267.2659 | amandawhirley@yahoo.com

Increasing amounts of customers are going “*from bricks to clicks*” and I intend on helping to facilitate that transition. I am a Marketing Professional with 8 years of experience in developing creative online strategies that play a direct role in producing cost-centric solutions with high-impact ROI.

## PROFESSIONAL EXPERIENCE

**Marketing Project Manager**  
**Maytronics US, Inc.**  
Norcross, GA

*January 2014 - Present*

- Lead committee team in adhering to the 2017 marketing budget of \$2.1M
  - Directly responsible for more than \$1.25M of line items in current marketing budget
- Oversee, strategize, and implement the 2017 tradeshow budget of \$267,000
- Implement and manage dealer rewards program for 800+ dealers, budget of \$1.03M
- Helped develop customer rewards programs to drive sales volume and marketing initiatives
- Serve as administrator of Store Locator with 1,200 locations. Responsible for lead generation, analytic reports & advertising.
- Gather, analyze, report, and recommend key online metrics (both internal and competitor) to be used in implementing online brand positioning and SEM strategies
- Use CRM, Mobile App, and Email campaign channels to organize communications directly with the dealer network of 1,300 as well as 25,000 end users
- Coordinate, schedule, and send Push Notifications via Mobile App to internal team and dealer network
- Directly update the website(s) via the Content Management System administration portals

**Marketing Manager**  
**SED International, Inc.**  
Lawrenceville, GA

*April 2011-Oct 2013*

- Management of major Vendor lines, including the creation and implementation of strategic marketing plans for Microsoft, Lenovo, Canon and other partners
- Manage over \$1.6M in Marketing funds per year
- Coordinate Vendor Floor Days, Sales Blitz Days, Interactive Customer seminars & after hour events
- Assist in coordinating successful trade shows, lead collection and generation, resulting in sales exceeding \$2-6 million
- Develop marketing incentives and promotions and manage monthly/quarterly sales initiatives for internal sales force of more than 40 sales representatives
- Develop and oversee the content of weekly newsletters and quarterly print mailers distributed to a customer base of more than 20,000 recipients

**Marketing & Social Media Manager**  
**HealthStory Productions, LLC**  
Atlanta, GA

*Aug 2010-April 2011*

- Developed and implemented online marketing campaigns consisting of Search Engine Optimization, Social Media, and website development
- Coordinated CRM system for direct marketing strategies to leads and bimonthly newsletter communications

## EDUCATION, TRAINING, SKILLS

**University of South Florida (St Petersburg, FL):**  
**Dale Carnegie Institute (Atlanta, GA):**

Bachelor of Science, Marketing  
Effective Communication & Human Relations

# Amanda M. Whirley

1140 Bent Creek Rd | Watkinsville, GA | 30677 | 727.267.2659 | amandawhirley@yahoo.com

**Marketing Experience:** First-hand experience with CRM systems, Mobile App interfaces, website management (Content Management Systems), Google Analytics, SEO/SEM strategies