

# AMANDA TENEDINI

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An award-winning marketing strategist with 15 years of experience translating complex product/service information into innovative, effective demand generation content, leading brand activations and optimizing digital campaigns for Fortune 500 companies in the SaaS software, retail and consumer products sectors.

Core competencies include Content Strategy & Writing, Lead Nurture Strategy, Field Sales Enablement, Social Media Strategy, Live & Virtual Training, Digital UX Strategy, Brand Activations, Internal Communications, Website Content Management (CMS), PowerPoint Design, Executive Presentations, Agency/Vendor Management, Trade Shows & Conferences and Marketing Campaign Analytics

## EXPERIENCE

### **Tenedini Consulting, Atlanta — *Freelance Marketing Communications Consultant***

PRESENT

Providing project-based marketing support for small and mid-sized businesses including content, copywriting, events, website development, social media and marketing communication strategy.

- Developed the [Preserve Roofing website](#) including copy, web design and local marketing strategy.

### **INVISTA/STAINMASTER, Atlanta — *Digital Channel Marketing Manager***

2017-2018

- Content Strategy: Developed Facebook, Twitter and Instagram posts and lead generation landing pages to help 1,000+ top specialty retail partners engage with consumers and generate over 2M social media impressions for STAINMASTER flooring. See the awards section on Page 2.
- Project Management: Led a team of 3 during an 8 month brand and warranty update project including in-store merchandising, launch communications, sales enablement strategy and weekly business updates.
- UX Optimization: Strategized and led redesign efforts for consumer and retailer facing digital properties including the dealer locator tool, retailer portal and overall UX on Stainmaster.com.
- Agile Marketing: Coordinated Braintrust Agile Marketing training for the business and participated in 20+ weekly sprints to help add creativity to new business pitches, sales enablement, marketing strategy and digital innovation across the company.

### **IBM, Remote— *Worldwide Content Marketing Manager, IBM Cloud DevOps***

2014-2017

- Content Strategy: Led the strategy and development of approximately \$800k a year in demand generation assets and partner integration content including whitepapers, webcasts, podcasts, customer references, videos, blogs, infographics, Dummies® books, and analyst content with internal and 3rd party vendors. Strategized digital merchandising and lead nurture strategy to guide customers along the buyer journey for SaaS and on-premise IT operations and app management solutions.
- Event Planning: Managed my division's presence at 3 large IBM conferences with over 20k attendees including booth infrastructure, signage, swag, sponsorships, staff schedules, executive presentations and collateral to amplify brand announcements. Also coordinated several smaller sales nurturing events at restaurants and a Las Vegas lion habitat ranch.
- Employee Training: Trained over 1,000 IBMers and business partners in groups of 10 to 300 people on social media, blogging and content amplification tools (Dynamic Signal) to help SMEs build their social eminence and amplify key IBM messaging.
- Internal Communications: Developed a monthly newsletter to deliver competitive, customer and industry insight to the extended team and ecosystem partners to ensure communications, product development and marketing strategy aligned with evolving market needs.

## **Mastermind Marketing, Atlanta— Senior Account Executive**

2011-2014

- Account Management/Upselling: Managed positive relationships \$350k/year in client accounts with a team of 2-3 people and brought in \$200k of additional agency revenue in one year through innovative campaigns, microsites, events and live corporate social media training.
- Awards: Two of my campaigns for Bayer CropScience have won PR News Social Media Icon awards (#Thankful4Ag and thought leadership blog). See the awards section below for more details.
- Client Work: Bayer CropScience, Citibank, TomTom, Grady Hospital, St. Joseph's Hospital, Beazer Homes, BMW, Harman, Thomson Reuters and AGCO.

## **Tenedini Consulting, Atlanta & New York — Freelance Marketing Communications Consultant**

2010-2011

Optimized the weekly events, band calendars, social media, menu design and email communications for lakeside restaurants to improve patronage and digital engagement. Coordinated and managed monthly networking events for a NY women in business organization.

## **Reader's Digest, Pleasantville, NY — Online Marketing Coordinator**

2007-2009

Managed the strategy, testing, deployment and measurement of email marketing and direct mail communications to 7M+ consumers to drive sales of books and music. Led the execution of email campaigns, merchandising and product management for the eCommerce microsite.

## **theONswitch, Yonkers, NY — Account Manager**

2006-2007

Provided account management and project execution for a variety of small businesses in the NY area including healthcare, fitness, eco-friendly products, and pet services. Responsibilities included blogging, newsletter development, event planning and development of marketing collateral.

## **Sci-Tech Sales, Kennesaw, GA — Marketing & Communications Manager**

2004-2006

Developed media kits, line cards/brochures, and all printed collateral materials, wrote and pitched new product press releases, assisted in designing company website, organized trade shows and travel arrangements.

## **EDUCATION & CERTIFICATION**

**The University of South Carolina, Columbia, SC — Bachelors of Arts**

**Agile Marketing Basics Certification, The Braintrust Consulting Group — September 2018**

## **AWARDS**

2018 Best Product Campaign, Promoboxx Aligned Awards: The Stainmaster Platinum Promise Carpet Warranty Campaign featured an interactive landing page and witty Facebook and Twitter posts to highlight tough stains that are covered by the warranty.

2015 PRNews Social Media Icon Award: The #Thankful4Ag campaign allowed people to share agriculture facts on social media in order to trigger corporate donations to feed hungry Americans. The Bayer CropScience campaign and thought leadership hub has won 1 award and 2 honorable mentions from PRNews.

## **SOFTWARE SKILLS**

Superior Skills: PowerPoint, Excel, Canva, Promoboxx, Dynamic Signal, Hootsuite, Facebook, Twitter and Pinterest Analytics

Proficiency in: Spredfast, Meltwater, Radian6, Sitecore, Box, IBM Connections, Office365, Trello, Google Analytics, GoToWebinar, Zoom, Wordpress, Widen, InMotion, Google Drive, Facebook Ad Manager, Magento, Amazon Seller Central, Eventbrite, SharePoint, MailChimp and Constant Contact