
Amanda Monto

(847) 363-9008

amandamonto@gmail.com

SKILLS

ActiveCampaign, Canva, Cision, Constant Contact, Cvent, Hootsuite, Mailchimp, Squarespace, Salesforce

EXPERIENCE

Law Bulletin Media, Chicago, IL — *Marketing Manager*

JUNE 2021 - PRESENT

- Works in close association with President and Law Bulletin Media team to create and articulate successful implementation of marketing strategies and programs to broaden the horizons of the organization
- Manages the corporate website and 12 social media channels, developing and implementing SEO/SEM best practices and content strategy across platforms
- Creates and monitors Law Bulletin related content across all silos to ensure cohesion and brand messaging
- Develops and implements email campaigns to drive growth and increase sales
- Acts as project manager and oversees large projects to ensure tactical content, email, and social media campaign executions, and that the marketing department runs smoothly

Fetch Integrated Marketing Communications, Chicago, IL — *Account Executive*

MARCH 2020 - JUNE 2021

- Managed multiple accounts as the point of contact
- Identified best practices and strategy for managed accounts
- Created new content including graphics, blog posts, email marketing, and content calendars
- Managed social media scheduling and ad campaigns for clients
- Analyzed data from social media platforms and Google Analytics to adjust strategy and identify ROI

Association for Corporate Growth, Chicago, IL — *Sponsorship and Marketing Manager*

JANUARY 2019 - FEBRUARY 2020

- Designed and implemented email marketing campaigns for 40+ events annually
- Managed social media, increasing engagement by 91% and acquiring 2K+ new followers across platforms
- Collaborated with graphic designer to create programs, table tents, bookmarks and other event marketing
- Cultivated and maintained relationships with 20+ sponsors to ensure maximum satisfaction
- Coordinated the sponsor benefits program and updated sponsors with their remaining allocation

Masa Israel Journey, Chicago, IL — *Midwest Regional Manager*

AUGUST 2016 - JANUARY 2019

- Developed and executed recruitment initiatives to connect college graduates with internships and volunteer opportunities in Israel
- Managed all events, webinars, and email marketing campaigns for seven state territory
- Established strong presence on major college campuses, traveled to meet prospective program members, and maintained strong relationships with partner organizations
- Oversaw Masa Campus Ambassadors and Lewis Summer Intern

EDUCATION

University of Iowa, Iowa City, IA — *BA, Communication Studies, Psychology*

AUGUST 2010 - MAY 2014