

AMANDA MESSIER

 Weymouth, MA
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 781-430-9594
 [LinkedIn](#)
 [Portfolio](#)

A passionate, mission-driven marketer here to help companies grow through multi-channel marketing strategies. Creativity, communication skills and problem solving included, all backed by data and market research.

EXPERIENCE

SENIOR BRAND STRATEGIST

Ph.Creative Agency | Mar 2022- present

- Conduct research both qualitative (focus groups, 1:1 interviews, etc) and quantitative (internal and external surveys, competitor audits) to ensure authentic, unprimed feedback and findings.
- Direct the strategy to arrive at the single-minded proposition /brand positioning statement, brand pillars and EVP.
- Work with Producers and Creative Directors to bring the concepts to life through briefing and visual identity and tone direction while keeping alignment to the overarching strategy and desired outcomes.
- Develop and present lifecycle and GTM attraction and retention strategies for fortune 500 and 1000 companies, requiring presentation and final sign off from executive leadership.
- Create local and global strategies encompassing PR, social, consumer and employer branding, and more for consistency and clarity in brand strategy messaging.

HEAD OF BRAND

Marble Law / Themis Tech | B2C Mobile App | Mar 2021- present

- Led a rebrand with a reputable agency, defining messaging and industry positioning as well as creating a rollout strategy for touchpoint update and culture alignment.
- Establish strategies for lifecycle marketing, social, content, and website based on new brand direction and consumer insights.
- Conduct consumer research for persona building and brand measurement, both internal audience and external market.
- Built and managing a team of marketers to bring brand, social, PR, content and creative strategies to life.
- Led a rebrand for employer brand positioning including outlining value propositions and building an employee retention strategy.
- Monitor product distribution and consumer reactions, work with the product and growth teams to devise innovative strategies for acquisition, retention, and positive sentiment.

BRAND MARKETING MANAGER

Lose It! | B2B/B2C Mobile App | Apr 2018- Feb 2021

- Conducted an audit of our brand positioning including qualitative and quantitative analysis of competitors, consumer insights makes and product placement, resulting in leadership of a rebrand.
- Led creative projects for on-brand asset creation with new brand rollout including photo and video shoots, website UX, campaign messaging, blog content and more.
- Identified areas of opportunity and build strategies for content distribution, CSR campaigns, ambassador and referral programs, community engagement, social and more.
- Researched and implement tools to measure brand marketing success, including emotional and operational metrics.
- Vetted and hired all marketing agencies, freelance writers and contractors through RFP's and managed relationships.

SKILLS

- Brand Strategy
- GTM Strategy
- Project Management
- Media Planning
- Digital Marketing
- Lifecycle Marketing
- Social Media Strategy
- Content Strategy
- Team management
- Copywriting & Editing
- Communications
- Creative Direction
- Growth Campaign
- Advertising
- CSR Marketing
- Public Relations
- Community Building

EDUCATION

BACHELORS OF SCIENCE, SPORTS
MANAGEMENT/ BUSINESS

Barry University | Magna Cum
Laude, Dec. 2013

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CERTIFICATIONS

Sustainable Business: Marketing Strategy for Sustainable Products and Services || March 2021

Diversity, Inclusion & Belonging
Creating culture that values uniqueness || May 2022

Google Adwords Certified
Two week SEO and Adwords course || November 2014

PERSONAL ATTRIBUTES

- Collaborative
- Leader
- Strategic
- Highly organized
- Driven
- Motivated
- Hard working
- Self starter
- Problem solving
- Creative
- Empathetic
- Flexible
- Thoughtful

BRAND CONSULTANT (NEED BASED)

Flockstar | Brand Marketing Agency | Jan 2019 - Dec 2020

- Used strategic and creative brand activation concepts to help brands tell their stories and catch the media's attention.
- Created full-fledged marketing plans based around client goals inclusive of traditional and digital marketing, media, broadcast, influencer, experiential and more.
- Gained a deep understanding of client brand positioning in the industry, providing research-based feedback on areas for improvement and messaging guidance.

ACCOUNT DIRECTOR

TMP Worldwide Agency | June 2015- Apr 2018

- Managed relationships with executive level clients at fortune 500 and 1000 companies across a variety of industries.
- Managed projects with internal teams such as rebranding and brand management, creative concepting and implementation, media planning (growth and brand awareness) content marketing strategies, website design, project launch and more.
- Managed a team of Account Executives, training and educating as we built strategies for our clients.
- Introduced and evangelized for our digital marketing products to clients including search, social and mobile innovation.

DIGITAL MEDIA CONSULTANT & PRODUCT SPECIALIST

Sun Sentinel | Digital in-house agency & app | May 2014 - May 2015

- Functioned as product champion for local event and entertainment app including management of branding and development, product marketing and a go-to-market strategy.
- Created and maintained relationships with prospective clients, nurturing leads and providing exceptional customer service and strong marketing solutions to yield engagement and ROI.
- Worked as the main digital marketing subject matter expert to 15+ newspaper sales representatives, providing digital guidance and partnering as needed.

ARENA AND EVENT MARKETING SPECIALIST

Miami Heat Group | Sports & Entertainment | Aug 2013 - May 2014

- Created and executed upon a content and social strategy to increase awareness of upcoming sports and entertainment events at American Airlines Arena.
- Assisted with media and VIP event marketing and management, including managing media times and coordination at large scale events.

PERSONAL INTERESTS

- Avid snowboarder & **president of a ski and outdoors club** in Conway, New Hampshire.
- **Passionate creator**, enjoys painting, drawing, writing and occasionally building custom furniture in my off time.
- **Environmentalist** with a focus on wildlife conservation and volunteer tourism
- **Former travel & lifestyle blogger** with a focus on accessibility and cultural immersion.