

# AMANDA TENEDINI

MARKETING LEADER & BRAND STORYTELLER

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An award-winning marketing strategist and results-driven, empathetic leader with 19+ years of experience developing innovative digital content and social media programs, leading brand activations, optimizing websites, and streamlining marketing operations for Fortune 500 companies in technology, retail, artificial intelligence, agriculture, automotive, consumer products, and healthcare.

## PROFESSIONAL SKILLS

Team Leadership      Content Development  
Creative Direction    Project Management  
Social Media          Employee Advocacy  
Web Strategy          Event Planning

## TECHNICAL SKILLS

HubSpot, Sitecore    ClickUp, Trello  
Canva Pro             ChatGPT, Otter AI  
Semrush                Dynamic Signal  
PowerPoint, Excel    Shopify, Magento

## CAREER & EXPERIENCE HIGHLIGHTS

### Leadership & Project Management:

- Mentored 25+ direct reports, interns, and recent graduates to support personal and career growth, optimize workloads, build confidence, nurture interests, and improve deliverables.
- Managed \$350k/year in client accounts with a team of 2-3 people and brought in \$200k of upsell revenue in one year through innovative data-driven campaigns, microsites, and events.

### Content Strategy & Production:

- Led the strategy, production, and governance of over \$1 Million a year in demand generation content, campaigns, and sales collateral with internal and 3rd party writers, designers, SEO strategists, and data analysts for CloudFactory, IBM, and Bayer CropScience.
- Developed an award-winning Promoboxx campaign to help 1,000+ top Stainmaster retail partners generate over 2M social media impressions and drive local leads.

### Website 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.
- Managed CloudFactory's conversion rate optimization efforts and website refresh after completing a comprehensive competitive website audit and gathering cross-functional input.

### Employee Advocacy & Training:

- Delivered in-person and virtual training to 2,000+ IBMers, Bayer employees, teammates, and industry leaders on social media, blogging, and employee advocacy tools (Dynamic Signal.)
- Improved internal awareness of marketing efforts with communications strategies including workshops, Slack distribution, and a newsletter with a 75% open rate.

### Event Planning:

- Managed IBM Cloud's presence at 3 tech conferences with over 20k attendees including booth infrastructure, signage, swag, sponsorships, executive presentations, and collateral.

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## WORK EXPERIENCE (MORE AVAILABLE ON [LINKEDIN](#))

### Marketing Director

Nov 2018 – Present

#### Tenedini Consulting, Atlanta, GA (Remote)

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

### Manager, Content Marketing

Nov 2019 – Nov 2022

#### CloudFactory, Atlanta, GA (Remote)

Led the strategy, development, and data-driven optimization of content, web experiences, and distribution strategies with a team of copywriters, designers, and vendors. Developed competitive research, employee advocacy programs, and B2B channel strategies to improve inbound marketing results. Helped scale content operations workflows and documentation as our team grew 250%.

### Digital Channel Marketing Manager

June 2017 – Nov 2018

#### Invista/Stainmaster, Kennesaw, GA

Delivered social media campaigns, influencer strategies, and digital content marketing programs for the specialty retail partner channel. Streamlined and executed B2B2C campaign strategy and sales enablement. Led website and retailer portal refreshes. Provided cross-functional support with creative brainstorming, copywriting, editing, PowerPoint design, and Sitecore content management.

### Worldwide Content Marketing Manager

Jan 2014 – June 2017

#### IBM, Atlanta, GA (Remote)

Selected to lead the strategy and development of demand-generation content and videos, and social channel management. Played an integral role in employee advocacy program development, training thought leaders, and IBM Cloud's presence at major conferences. Mentored new teammates and served as the go-to resource for adding creative spark to internal and external content.

### Senior Account Executive

Sept 2011 – Jan 2014

#### Mastermind Marketing, Atlanta, GA

Served as the primary daily contact for several top-billing clients and managed a team of graphic designers, web developers, and junior associates in delivering and measuring social media campaigns, microsites, tradeshow experiences, and compelling content.

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## EDUCATION & CERTIFICATIONS

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

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

HubSpot Certification - Inbound Marketing - August 2022

Semrush Certification - SEO Toolkit - July 2022

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## WHAT PEOPLE SAY ABOUT ME:

"I am constantly amazed at her ability to articulate complex concepts into easy-to-understand visual assets. What Amanda can do in ten minutes takes most people all day. Her project management skills are second to none, and she is a stickler for timelines. Amanda is also a pleasure to work with. She brings humor, energy and strong decision making ability." - John Griever, Stainmaster Peer

"Amanda is a top-notch copywriter. A content atomization pro. And a wonderful human. She brings creativity to every project, executing broader strategies while always staying user-focused. She makes complex work look easy, and makes those around her feel welcome and included." - Heather Stanley, CloudFactory Peer