

AMANDA TENEDINI

EXPERIENCED CONTENT MARKETER & BRAND STORYTELLER



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SKILLS

Project Management



Team Leadership



Creative Direction



Content & Campaign Strategy



Copywriting



Strategic Communications



Partner Marketing



TECHNOLOGY

● SUPERIOR PROFICIENCY

HubSpot, Google Drive, Canva, ClickUp, Trello, StreamYard, Otter.AI, PowerPoint, Excel, Promoboxx, Dynamic Signal, Hootsuite, LinkedIn, Reddit, Instagram, and Twitter

● EXPERIENCED

SEMRush, Spredfast, Meltwater, Radian6, Sitecore, Box, IBM Connections, Google Analytics, GoToWebinar, Zoom, Wordpress, Widen, InMotion, Quora, Facebook Ad Manager, Magento, Amazon Seller Central, Eventbrite, SharePoint, MailChimp, and Salesforce

ABOUT AMANDA

An award-winning senior marketing strategist with 18+ years of experience turning complex product information into compelling demand generation content, on-site activations, and campaigns that convert. Experience optimizing cross-functional marketing operations and infusing creativity into content production for Fortune 500 companies in the SaaS software, retail, and consumer products sectors.

WORK EXPERIENCE

CONTENT MARKETING MANAGER 2019 - PRESENT, CLOUDFACTORY

Translating business objectives into data-driven content and cross-channel distribution strategies to drive consideration, grow revenue, and educate prospects about CloudFactory's expertise in data labeling for computer vision, AI, machine learning, and business automation.

- **Leadership:** Guide and manage content production from ideation through launch with teams of junior copywriters, agency partners, contract writers, and freelance designers.
- **Content Production:** Create compelling copy, visuals, and atomization to produce measurable ROI while distributing key messaging across earned, paid, and owned channels including blogs, client stories, infographics, videos, webinars, email, chatbots, webpages, and ABM campaigns.
- **Process Optimization:** Support cross-functional process refinement, documentation, tooling, and onboarding to maintain consistency as the marketing team grew from 7 to 25+ people in 4 countries.
- **Reach & Insight:** Develop competitive monitoring tactics, employee advocacy programs, and organic social channel strategies to measurably increase reach and engagement while gathering valuable insight to inform strategic communication and content strategies.

FREELANCE MARKETING COMMUNICATIONS CONSULTANT 2018 - 2019, TENEDINI CONSULTING

Provide 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.
- Marketing content strategist and copywriter for CloudFactory until being recruited for a full-time role in 2019.
- Generated 900% ROI in 1 year as a vintage clothing reseller.

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EDUCATION

BACHELOR OF JOURNALISM/PR

University of South Carolina
Columbia, SC (2005)

CERTIFICATION

- HubSpot - Inbound Marketing, Content Marketing, and Digital Marketing (2021)
- Braintrust - Agile Marketing (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.

WORK EXPERIENCE CONTINUED

DIGITAL CHANNEL MARKETING MANAGER

2017 - 2018, INVISTA/STAINMASTER

- **Content Strategy:** Developed social media 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.
- **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.

WORLDWIDE CONTENT MARKETING MANAGER

2014 - 2017, IBM CLOUD & DEVOPS

- **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.
- **Event Planning:** Managed my division's presence at 3 large IBM conferences with over 20k attendees including booth infrastructure, signage, swag, sponsorships, executive presentations and collateral. Coordinated several sales nurturing events at restaurants and a Las Vegas lion habitat ranch.
- **Employee Training:** Developed 100+ internal thought leaders on social media and blogging and trained 1,000+ IBMers and partners on social media and advocacy tools (Dynamic Signal.)
- **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.

Additional roles (2004-2014): Mastermind Marketing Agency, Reader's Digest, and theOnSwitch. See details & work samples:

www.amandatenedini.com.