

AMANDA G. ANDERSON

agande1@ilstu.edu • (815) 701-6581 • linkedin.com/in/amanda-anderson21 • Genoa, Illinois

EDUCATION

Illinois State University - Normal, Illinois

May 2021

Bachelor of Science Degree

Major: Advanced Marketing Analytics

Cumulative GPA: 4.0/4.0

Minor: International Business

Academic Honors: Illinois State University Honors Program, Fall 2017 - 2019 Dean's List

WORK EXPERIENCE

College of Business - Normal, Illinois

Marketing Intern

August 2019 - Present

- Lead a team of eight students in creating content to increase social media engagement for 7,000 followers
- Support the Director of Marketing in execution of all marketing and communication efforts
- Make decisions regarding giving grants to peers in need of financial support for professional development

Tails Humane Society - DeKalb, Illinois

Marketing and Development Intern

May 2019 - August 2019

- Maintained consistency and accuracy across social media platforms with a market reach of 35,000 people
- Managed approximately 20,000 donor and adopter records across multiple programs and databases
- Designed promotional materials to advertise adoption and fundraising events using Adobe Illustrator

ORGANIZATION & ACTIVITIES

Alpha Kappa Psi Professional Business Fraternity - Normal, Illinois

September 2017 - Present

Vice President of Membership

April 2019 - Present

- Monitor and report all changes in membership for the 60 members of the organization
- Preside over the Judiciary Review Board and ensure members are complying with procedures set forth
- Orchestrate logistics of recruitment events for upwards of 100 prospective future members

Pledge Activities Coordinator

August 2018 - December 2018

- Guided weekly team-building activities for a group of 17 members to promote team unity
- Assisted in personal and professional development of potential members through various workshops
- Facilitated group meetings to ensure an inclusive and positive learning environment

Service Chair

January 2018 - May 2018

- Planned and scheduled over 15 events using feedback from other members in order to promote attendance
- Enhanced communication skills through collaboration with leaders of nonprofit organizations
- Arranged a committee of five members to assist in event planning and sharing of ideas

Illinois State University Business Week - Normal, Illinois

February 2018 - Present

Vice President of Marketing

April 2019 - Present

- Direct all marketing efforts including social media posts, website content, member apparel, and signage
- Delegate tasks to and oversee the Marketing Assistant while monitoring performance
- Shape Executive Board decisions regarding membership, events, and disciplinary action

Marketing Assistant

August 2018 - May 2019

- Coordinated with the Vice President of Marketing to increase student awareness of Business Week events
- Aided in the creation and production of photography, video, and social media technologies
- Partnered with event planners to develop effective marketing strategies and eye-catching materials

Adobe at Illinois State - Normal, Illinois

Campus Ambassador

January 2019 - Present

- Educate students across campus about the basics of the Adobe Creative Cloud Suite programs
- Collaborate in a team of five individuals to host eight informational workshops a semester
- Compete with Adobe teams across universities nationwide to maintain a top ranking for trial downloads