



AMBER GARNETT

Communications | Digital Media | Design

www.ambergarnett.com

770•296•2773

garnett.amber@gmail.com

EXPERIENCE

STRATACOMM

Senior Digital Associate
Senior Account Executive
Account Executive
Assistant Account Executive
Intern

Oct. 2020 - Present
Dec. 2019 – Sept. 2020
Oct. 2018 - Dec. 2019
Aug. 2017 - Oct. 2018
Aug. 2016 - May 2017

- Manages firm’s social media monitoring and measurement practice, building dashboards and reports for client’s campaigns and internal marketing purposes to measure success and determine recommendations for future campaigns
- Creates content for online platforms, including websites, social media and blogs by looking at current trends, researching topics and carefully crafting voice
- Leads reporting programs for government clients, including National Highway Traffic Safety Administration and Federal Motor Carrier Safety Administration
- Developed crisis monitoring process for firm to implement with clients utilizing social and news monitoring software
- Designs, maintains and updates WordPress sites for clients and Stratacomm
- Facilitates media vendor relationships for digital, out-of-home, TV and radio
- Lead webinar program for the Transportation Research Board
- Carries out media relations for government, association and corporate clients by creating media lists, conducting proactive media pitching, generating media coverage reports and evaluating media interview opportunities
- Assisted in event planning, database management and strategic planning for the National Energy Technology Laboratory
- Assists in management of intern program and serves as mentor to junior staff

GEORGETOWN BUSINESS IMPROVEMENT DISTRICT

Marketing, Events & Communications Intern May 2017 - July 2017

- Developed marketing materials, including event advertising and collateral pieces
- Assisted in executing overall work plan for BID events, including contacting merchants, distributing promotional materials, recruiting volunteers, managing sponsorship databases and working as assigned during the event
- Updated website content to reflect individual merchants, merchant event submissions, new member registrations and promotional pages for events
- Researched BID members to create tailored promotional items for distribution at events throughout the summer

ATHENS-CLARKE COUNTY LIBRARY

Public Relations Intern Jan. 2015 - May 2016

- Assisted in managing the library’s Facebook and Instagram pages by designing, creating and curating relevant posts to over 3,000 followers
- Composed 12-15 press releases and PSAs per month to be sent out to local media for events and promotions and gain placements in local publications
- Designed 15 fliers per month for events occurring at the library, including children’s, historical and digital programs
- Planned special initiatives to engage library patrons that coincided with national initiatives, such as Love My Library month, to raise engagement
- Developed plan for library’s advocacy campaign, “Reimagine Your Library,” to engage community members and gain their support of public libraries through video production, advertising placement and other communications tactics

SKILLS

Analytics & Measurement
Writing
Web Design
Public Speaking
Leadership
Event Planning
Organization
Project Management

TECHNICAL QUALIFICATIONS

Organic Social Media
Social Media Advertising
Sprout Social & Hootsuite
Adobe Creative Suite
Google Analytics
Google Data Studio
Google Ads
Cision
Factiva
Salesforce
Meltwater
Sysomos
Talkwalker
iMovie
HTML & CSS
Bootstrap
WordPress

EDUCATION

MASTER OF PROFESSIONAL STUDIES

Strategic Public Relations
The George Washington University

BACHELOR OF ARTS

Public Relations
New Media, Art History
The University of Georgia