

Amanda Leigh King

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<http://www.amandakingcreations.com>

PROFESSIONAL SUMMARY

Passion for communications • Highly motivated with a positive attitude • Proven ability to influence
Flexible and team oriented • Exceptional communication and negotiation skills • Ability to meet deadlines

PROFICIENT COMPUTER/EDITING SKILLS

Microsoft Office Suite • Adobe Dreamweaver Photoshop, Illustrator, InDesign, and Premiere CC • Final Cut Pro X • Avid • All Social Media Channels/Scheduling Platforms • Vimeo/YouTube • WordPress & Other CMS • Google Analytics • Eventbrite

PROFESSIONAL EXPERIENCE

Carnegie Mellon University – Pittsburgh, PA

Wilton E. Scott Institute for Energy Innovation Communications Analyst 07/2017-Present

- Effectively manages six websites, various social media channels, events (including Carnegie Mellon's Energy Week that draws 1,000 attendees), marketing and public relations efforts.
- Supervises two communications students and runs the Institute's Internship Program.

Media Coordinator

07/2016-07/2017

- Co-produced exciting one-minute radio show called Energy Bite with Pittsburgh's NPR station.
- Creatively produced videos and wrote copy for monthly newsletters, policymaker guides, etc.

Department of English Media Coordinator (Part-Time)

01/2015-07/2016

- Wrote strategic alumni/student profiles and news articles to increase enrollment.
- Creatively photographed and produced video of departmental events and newsworthy items.
- Designed impactful alumni newsletter while collaborating with Carnegie Mellon Alumni Relations.

**Freelance Writer/Social Media Manager/
Marketing Consultant/Video Producer**

08/2013-07/2016

- Notable clients have included DICK's Sporting Goods, Pittsburgh Magazine, NEXTpittsburgh, Connected Methods, Fifthroom.com, C-leveled, Community College of Allegheny County, McKees Rocks Community Development Corporation, Jesse Colaizzi Productions and New Castle News.

Auberle- McKeesport, PA

04/2014-10/2014

Marketing & Communications Manager

- Led strategic social media campaigns aimed at target audiences with content focused in fundraising, the organization's child welfare services, event promotion and engagement.
- Created and coordinated internal and external communications, including the nonprofit's quarterly newsletter and Annual Report.
- Responsible for brand management and public relations. The agency received 36 positive media placements in the market from 2013-2014.

Calkins Media

07/2012-07/2013

Beaver County Times - Beaver, PA

Courier Times/phillyBurbs.com - Philadelphia, PA

Multimedia Journalist/Digital Media Team Coordinator

- Produced, shot, and edited video of breaking news/features for website, www.timesonline.com.
- Co-produced a weekly multimedia environmental series, Veil of the Valley.

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Internships

Pittsburgh Post-Gazette Multimedia Assistant	01/2012-04/2012
KDKA-TV Commercial Production Assistant	09/2011- 12/2011
Pittsburgh Magazine Spring Editorial Assistant	01/2010 – 05/2010

Education

Point Park University, PGH
Bachelor of Arts, Broadcast Journalism, May 2012
GPA: 3.9

Community College of Allegheny County, PGH
Associate of Liberal Arts, May 2010
GPA: 3.8

AWARDS AND SCHOLARSHIPS

Vin Labarbara Scholarship • Transfer Merit Scholarship • School of Communications Scholarship • CCAC Alumni Scholarship • All-USA Today Academic Team Scholarship • Glenshaw Century Club Scholarship
Outstanding Young Citizen

LEADERSHIP AND COMMUNITY SERVICE

Amy Brean Memorial Scholarship Fund Executive Vice President	Present
<ul style="list-style-type: none">Strategically chooses annual recipient while collaborating with team of volunteers.Organized various fundraisers to raise \$12,000.Managed all public relations efforts including producing a promotional video, hiring a freelance designer, and creating an email campaign.	
Sameera Gokal Foundation, Inc. Selection Committee Member	2013
<ul style="list-style-type: none">Chose articles for a monthly magazine that gives aspiring writers and journalists in developing countries an opportunity to be published.	
All-USA Today Academic Team Member	2010
<ul style="list-style-type: none">Awarded \$20,000 college scholarship.Nominated by Dean of Students at the Community College of Allegheny County.	
St. Jude Children's Research Center Hope Captain	2010-2011
<ul style="list-style-type: none">Inspired Chili's Restaurant employees and managers to work towards raising \$4,200.Organized a car wash, which profitably raised \$396.00 and designed a storefront t-shirt model.	
National Broadcasting Society-Community Service Chair	2011-2012
<ul style="list-style-type: none">Networked with broadcasting professionals and toured local/state broadcasting organizations.	