

AMANDA WOLKIN

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EDUCATION: University of Pennsylvania | English, Creative Writing | Urban Education | Phi Beta Kappa | Summa cum laude

ABOUT: Purpose-driven communications leader with 10+ years experience driving messaging across technology and education sectors. Career rooted in social impact as a former Fulbright scholar, now leading impact storytelling at Fortune 500 tech companies.

EXPERIENCE

CISCO (Oct. 2024 - Present)

Purpose Writing & Content Lead

- Own the multi-channel narrative, messaging, and storytelling for all Purpose-related content at Cisco (sustainability, digital impact, education, Cisco Foundation, social impact, and more)
- Lead Our Corporate Purpose blog and annual Purpose Report, as well as impact messaging across government filings (10-K, Proxy statement, etc.), employer brand awards, corporate social media handles, executive communications, and more.
- Collaborate closely with Global Communications, PR, Marketing, Government Affairs, and Legal
- Drove nearly 3M impressions and over 240,000 pageviews to Purpose-related content within first year, positioning Cisco as a leader in corporate responsibility

SALESFORCE (Nov. 2019 - Oct. 2024)

Senior Manager, Employer Brand Communications & Content (Aug. 2023 - Present)

Manager, Employer Brand Communications & Content (May - Aug. 2023)

- Build and scale Salesforce's employer brand and culture narratives, leading messaging on external-facing channels, including [careers site](#), [careers blog](#), social media, YouTube, marketing emails, and more. Increased career site traffic by 158% YoY.
- Create and amplify employee value proposition and Salesforce's reputation as a values-driven employer, in alignment with PR, Communications, Employee Impact, and Equality teams.
- Lead executive communications related to employer brand for VP, Employee Engagement

Manager, Internal Culture Communications (July 2021 - May 2023)

- Wrote daily internal communications sent to 80,000+ person audience with 73% open rate, collaborating with stakeholders - from Sustainability to Product - across company
- Owned Salesforce employee blog, resulting in 27% YoY growth in page viewership
- Led global team with three direct reports in U.S. and Australia

Sr. Specialist, M&A Communications (Nov. 2019 - July 2021)

- Drafted and implemented customized, multi-channel onboarding communication strategies and journeys for acquired employees, with focus on Salesforce values, social impact, and HR actions
- Collaborated with cross-functional teams in Corporate Development and HR M&A

JACKSON SPALDING (Marketing Agency) (Mar. 2017 - Nov. 2019)

Content Marketing Strategist

- Spearheaded brand marketing campaigns, with focus on non-profit and higher education clients, including Emory National Primate Research Center and Our House, leading to 106% YoY increase in social engagement
- Crafted messaging for full-funnel customer journeys, with avg. 15% increase in YoY digital acquisitions

TECHNOLOGY ASSOCIATION OF GEORGIA'S EDUCATION COLLABORATIVE (TAG-ED)

Marketing and Communications Specialist (Jan. 2016 - Mar. 2017)

- Developed all marketing and communications for STEM education non-profit, focused on upskilling opportunities for Georgia students in partnership with leading technology brands

U.S. DEPARTMENT OF STATE - FULBRIGHT SCHOLAR

English Teaching Assistant (Malaysia) (Jan. 2015 - Nov. 2015)

- Taught English in rural Malaysia, collaborating with U.S. Department of State on Malaysia's first creative writing competition
- Selected as cohort speaker for the U.S. Ambassador to Malaysia

SKILLS

- *Analytics and Insights:* Google Analytics Certified, Adobe Analytics
- *Email Automation:* Marketing Cloud, HubSpot, Beamery
- *AI:* Claude, ChatGPT, Gemini, Perplexity
- *Project Management:* Airtable, Smartsheet, Asana, Trello
- *Social Amplification:* Sprinklr, Sprout, Outbrain, Clarabridge
- *SEO:* Moz, SEMRush, BridgeEdge

AWARDS

- Best Report | FY24 Cisco Annual Purpose Report (Ragan)
- Best Communications Blog | Cisco's Our Corporate Purpose Blog (Ragan)
- Winner of Best Non-Profit Marketing Campaign (Atlanta Marketer of the Year)