


AMANDA WOLKIN

CONTACT

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 678-654-9495

 Oakland, CA 94609

EDUCATION

UNIVERSITY OF PENNSYLVANIA

Bachelor of Arts with Honors in English, Creative Writing

Minor in Urban Education

Phi Beta Kappa

Summa cum laude

SKILLS &

SOFTWARE

- **Analytics and Insights:**
Google Analytics - Individual Qualification Certified, Excel (Intermediate), Looker
- **Email Automation:**
Marketing Cloud, HubSpot, Demandbase
- **Project Management:**
Smartsheet, Asana, Trello
- **Content Amplification:**
Outbrain, Clarabridge (sentiment monitoring), Hootsuite
- **SEO:** Moz, SEMRush

AWARDS

- Best Use of Facebook for Content Marketing & Finalist for Best Topic Specific Blog (Content Marketing Institute)
- Winner of Best Non-Profit Marketing Campaign (Atlanta Marketer of the Year, 2019)

GET TO KNOW ME

- Rock climber, pun virtuoso, aspiring children's author

EXPERIENCE

SALESFORCE

Manager, Employer Brand Content Strategy (May 2023 - Present)

- Build and scale Salesforce's employer brand, leading brand content on all external-facing channels, including careers website (careers.salesforce.com), social media, automated marketing emails, industry events, and more
- Lead editorial strategy for careers blog, including developing editorial calendar, managing team of writers, and serving as final copyeditor for Salesforce voice and tone - leading to +22% MoM increase in career site traffic since joining team
- Segment messaging based on audience insights and needs; for instance, currently leading campaign focused on Tech & Product recruiting for AI engineers
- Own all content development - from candidate invitations to speaker talk tracks - for 5+ marquee Employer Brand events around the globe (i.e. Trailblazing Women in London)
- Collaborate across Public Relations, Product, Office of Equality, and Corporate Brand

Manager, Content Lifecycle and Culture Communications (July 2021 - May 2023)

- Owned Salesforce employee blog, resulting in 27% YoY growth in page viewership
- Wrote and led team for daily internal communications sent to 80,000+ person audience with 73% open rate; developed unique tone aligned to Salesforce brand voice
- Copywrote all internal and Recruitment Marketing automated Marketing Cloud email journeys, including Nurture Journey & New Hire Journey that onboarded 32,000+ hires
- 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 HR and benefits comms.
- Collaborated with cross-functional teams in Corporate Development and HR M&A

JACKSON SPALDING (Marketing Agency)

Content Marketing Strategist (Jan. 2019 - Nov. 2019)

Content Marketing and Social Media Associate (Mar. 2017 - Jan. 2019)

- Spearheaded content marketing strategy, execution, and optimization for B2B and B2C clients, including Chick-fil-A, SCANA Energy, and Orkin Pest Control, leading to 106% YoY increase in social engagement and 59% YoY increase in blog traffic
- Crafted messaging for integrated, full-funnel customer journeys, with a 15% increase in YoY digital acquisitions and \$32 decrease in cost-per-acquisition for utility client

TECHNOLOGY ASSOCIATION OF GEORGIA (TAG)

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

- Developed all marketing collateral for TAG's STEM education non-profit

ATLANTA MAGAZINE

Research Editor & Copyeditor (Contract) (Nov. 2015 - Feb. 2016)

U.S. DEPARTMENT OF STATE - FULBRIGHT SCHOLARSHIP

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