

AMANDA GUTIERREZ

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Donor Communications Writer – Cal State Long Beach, Long Beach, CA, April 2026 – Present

- Develop personalized communications to high-value donors on behalf of the Vice President
- Produce digital communications for 15,000+ alumni across email and social channels
- Analyze audience data to build targeted stakeholder lists and optimize email campaigns
- Track digital performance metrics and refine communications strategy to improve engagement
- Copyedit 600+ student stories to align with department messaging and brand standards

Marketing Content Writer – Cryoport Systems, Remote, January 2023 – February 2026

- Wrote and edited multi-format communications including newsletters, social posts, case studies, etc.
- Researched industry news and audience trends to coordinate a 12-month storytelling strategy
- Interviewed SMEs to understand scientific concepts and translate them into tailored communications
- Finalized content to ensure technical accuracy and citation adherence for all communications on a deadline
- Increased blog KPIs from 3,000 monthly views to 15,000 within a six-month timeframe through SEO best practices

Content Marketer – Verified First, Remote, July 2021 – January 2023

- Wrote monthly marketing content including blog posts, social media posts, scripts, etc.
- Managed targeted email and social media campaigns tailored to segmented audiences
- Facilitated content partnerships and swaps with an external partner network to extend audience reach
- Produced monthly podcast-style webinar episodes and developed promotional content per episode
- Composed email nurture journeys that generated approximately \$100,000 in new opportunities within the first three months of launch

Marketing Content Creator – KCC Orthodontics, Katy, TX, July 2020 – April 2021

- Created the blog in WordPress and published weekly posts that aligned with brand strategy
- Produced media campaign materials, including one-sheets, monthly advertising copy, etc.
- Coordinated and maintained monthly content calendars to uphold project deadlines
- Conducted industry and audience research to inform content and support mission-driven campaigns
- Presented marketing and branding initiatives to upper management to align content efforts

Member Coordinator & Marketer – Common Desk, Austin, TX, October 2019 – July 2020

- Co-managed internal communications and office engagement among 150+ members
- Developed monthly brand-aligned blog content on industry-specific topics for both B2B and B2C
- Created and organized digital content using SEO best practices to improve visibility and engagement
- Collaborated with cross-functional teams to edit, review, and finalize monthly content
- Coordinated industry-relevant content for stakeholders, including presentations, articles, and talking points

Professional and Operational Skills:

- Experienced in implementing best SEO practices
- Excellent technical research skills and knowledge of citation guidelines
- Strong interpersonal communication skills to maintain business and third-party relationships
- Versed in Adobe Creative Suite, WordPress, SEMrush, Salesforce/Pardot, Google Analytics, and other marketing platforms

Education:

Bachelor of Arts, 2019

Baylor University

Waco, TX

Professional Writing & Corporate Communications

Master of Fine Arts, 2023

Vermont College of Fine Arts

Montpelier, VT

Writing