



SOCIAL MEDIA
STRATEGIST,
CONTENT CREATOR,
& PUBLICIST.

ABOUT

Texas Native. Whiskey Enthusiast.
Boutique Hotel Junkie. Social Media
Creative. Collector of Moleskin
Journals. Concertgoer.

Firm believer that everyone has a
unique and divine story to tell. Let's
tell that story together. Hard worker
who's motivated by people, passion,
laughter, and candid conversation.

EDUCATION

University of Oklahoma
Gaylord College of Journalism
Public Relations

Fall 2013 - December 2016

British Media Studies - London, UK
May 2016 - June 2016

SKILLS

Social Strategy
Content Creation
Community Management
Account Management
Influencer, Media, & Client Relations
Digital Marketing
Art Direction
Event Planning
Laughing at my own Jokes

SOFTWARE

Gain
Sprout Social
Later
Adobe Creative Suite
Microsoft Office
MuckRack
PR Newswire
Constant Contact
Mobile Photo Editing
Squarespace

DROP ME A LINE

✉ amandaclarkou@gmail.com
🌐 amandaleighclark.com

RELEVANT WORK EXPERIENCE

DIGITAL DIRECTOR

BRND House | May 2021 - Present

- Developed and implemented strategic social media campaigns on behalf of 20+ clients in the luxury hospitality industry in an effort to increase brand awareness, website traffic, follower growth, and overall engagement.
- Hired and managed a team of 5+ employees, facilitating both personal and professional growth.
- Supervised and managed all digital activities on behalf of the agency including reviewing and proofreading all digital content such as Instagram and Facebook in-feed posts, stories, reels, paid social advertisements, event calendars, etc.
- Generated and presented monthly digital marketing reports and analyses for feedback.
- Set specific account KPIs and digital objectives for each client and regularly monitored progress.
- Restructured and streamlined internal agency protocols including staff roles and responsibilities, client reporting, employee benefits, and more.
- Planned and executed full-length photo and video shoots on a regular basis. This included responsibilities such as securing models, developing shot lists, providing art direction, and delivery of assets.
- Aided in the organization and execution of several events including the grand opening of W Nashville, Harriet's at 1 Hotel Nashville, The Listening Room Pigeon Forge, Mother's Ruin Chicago, Boqueria, Lip Lab, Church and Union, and more.

SENIOR MANAGER OF PR & SOCIAL MEDIA

Hawkins International PR | Feb 2021 - April 2021

- Developed and led a portfolio-wide influencer marketing program across Brookfield Properties' roster of luxury retail destinations (25+ properties), inclusive of contract development, deliverable negotiations, and managing budgets both on a brand and individual property level.
- Owned and managed Hawkins International's brand channels, increasing total Instagram engagements by 85%, Facebook impressions by 94%, and total LinkedIn engagements by 79%.
- Ideated and executed strategic C-Suite executive marketing efforts on behalf of luxury properties, brands, and business thought leaders including Seabourn Cruise Line's president Josh Leibowitz
- Secured branded influencer partnerships with nationally renowned brands such as Warby Parker, Nordstrom, Bloomingdales, Arhaus, H&M, and more.
- Spearheaded all public relations efforts, led strategic client counsel, and oversaw a team of publicists to execute both timely and evergreen campaigns for the luxury retail destination, The SoNo Collection.
- Aided in the development of expanding Hawkins International's digital services to included content creation, paid social campaigns, coaching programs, and more.

PR & SOCIAL MEDIA MANAGER

Hawkins International PR | Sept 2019 - Feb 2021

- Managed community engagement for a roster of luxury hospitality brands' social media channels, both domestically and internationally; Select clients included Montage Palmetto Bluff, Arlo Hotels, and Nomadic Expeditions.
- Served as account lead to execute strategic public relations campaigns, including the successful property relaunch of country music legend George Strait's Tapatio Springs Hill Country Resort.
- Organized and hosted multiple press trips on behalf of hotel and resorts to leverage timely news and recent renovations, resulting in feature placements in key drive markets.
- Ideated and created weekly social media series for Seabourn Cruise Line, that provides value-driven content to their guests during a time when cruises were not in service.
- Drafted copy, and created content for bi-weekly and monthly social media calendars.
- Built digital asset libraries for hospitality brands and independent properties through content capture trips and quarterly shoots.



SOCIAL MEDIA
STRATEGIST,
CONTENT CREATOR,
& PUBLICIST.

RELEVANT WORK EXPERIENCE

ASSISTANT ACCOUNT EXECUTIVE

Hawkins International PR | Jan 2018 - Sept 2019

- Planned and executed strategic public relations campaigns, including the launch of two Houston-based dining venues and the opening of Fairfield County's luxury retail destination - The SoNo Collection, as well as recognized hospitality brands such as Loews Hotels & Co. and Seabourn
- Surpassed public relations and sales goals for boutique luxury properties including The Seagate Hotel & Spa, Hotel Vermont, and Chebeague Island Inn
- Acted as the digital liaison between PR and Social teams to streamline PR efforts and digital initiatives on behalf of the agency
- Developed and built new business proposals and saw them to fruition

ACCOUNT COORDINATOR

Hawkins International PR | Jan 2017 - Jan 2018

- Brainstormed and pitched media creative story angles resulting in coverage in Departures, Travel + Leisure, and The Wall Street Journal, among others
- Aided in PR efforts of a successful launch of Seabourn Cruise Line's Ultra-Luxury Ship, Seabourn Ovation, resulting in feature coverage in outlets such as Condé Nast Traveler, Robb Report, Cruise Critic, and Private Clubs

ADDITIONAL EXPERIENCE & LEADERSHIP

Freelance Social Media Strategist & Content Creator, Innovade | Dec 2019 - Feb 2021

PR Intern, Hawkins International PR | June 2016 - Aug 2016

Regional Marketing Representative, Packed Party | Aug 2015 - June 2016

Voice Over Artist, Radio Disney | June 2006 - June 2013

###