

ELIZABETH AMORY

Digital Marketing and Communications Professional

ABOUT ME

Digital marketing and communications professional with 4 years of direct experience executing campaigns, creating materials and managing social media and web content, while leveraging data to shape overall digital strategy. Seeking a challenging and collaborative work environment with opportunity for career growth.

EDUCATION

2016 - 2020 • University of Connecticut
Bachelor of Arts in English

CERTIFICATIONS

2024 • Google
Foundations of Digital Marketing and E-Commerce

EXPERIENCE

2025 - Present	Marketing Coordinator Mutual Security Credit Union <ul style="list-style-type: none">• Researches competitors and current trends to inform content strategy, and builds out the credit union's content calendar.• Monitors the credit union's social media channels for negative comments or misinformation and composes thoughtful responses.• Manages marketing contacts in HubSpot and brainstorms strategies to re-engage contacts.• Delves into target audience data and coordinates with Marketing Manager to achieve credit union's goals.• Produces multimedia content for social media and web marketing materials and drives audience engagement (2.5K% increase in audience interactions on Instagram, and a 2.9K% increase on Facebook).
2022 - 2025	Associate ASC Advisors <ul style="list-style-type: none">• Utilized Semrush to analyze SEO performance and make improvements.• Had a key role in re-designing and developing content for the agency's refreshed website.• Produced multimedia content for social media, website, and print marketing materials.• Developed and maintained regular contact with media representatives across relevant areas in the financial services space.• Planned social media strategies around conferences, thought leadership content and new offerings.• Pursued media coverage for clients creatively and aggressively, securing coverage in Bloomberg, Financial Times and Reuters.

2021 - 2022

Administrator | Optima Group

- Monitored client social media channels for negative comments or misinformation.
- Produced multimedia content for social media, website, and print marketing materials.
- Coordinated with graphic design, compliance and account managers to build and maintain client relationships and complete deliverables.
- Coordinated the publication of the agency's weekly newsletter to drive leads.
- Planned social media strategies to promote agency thought leadership and offerings.

SKILLS

Copywriting

Graphic Design

Proofreading

Project Management

Social Media

Teamwork

SOFTWARE

Photoshop

HubSpot

Canva

WordPress

InDesign

Semrush