

Amanda K. Everse

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PROFESSIONAL EXPERIENCE

UNION STREET MEDIA Burlington, Vermont 1/08 to Present
Internet Marketer

- Developed Internet marketing department where none had existed previously.
- Provided Internet marketing, search engine optimization, and paid search campaigns for nearly 200 new and existing clients.
- Established procedures for: keyword and competitive research, key performance indicators, site performance assessment, and analytics reporting.
- Identified third party tools and resources.
- Wrote Internet Marketing Briefs which guided site development and marketing strategy.
- Prepared site maps, provided content coaching and copywriting, social media coaching, and blog training and coaching.
- Developed and implemented triangular linking schema amongst real estate clients.
- Managed department workflow, reviewed all client deliverables, trained new staff.
- Primary tools: proprietary content management system, BaseCamp, Google Analytics, Google webmaster tools, Google AdWords, WordPress, Acrobat Pro, Word, and Excel.

BIOQUEST CURRICULUM CONSORTIUM Beloit, Wisconsin 10/01 to 1/08
Web Administrator (25 hours per week, telecommuting position)

- Designed, developed and maintained the website for this biology curriculum reform organization.
- Assist with the development and editing of site content; provide web activity reports.
- Work closely with database/PHP programmer to design and implement data driven elements.
- Generate exhibits (maps, charts) demonstrating organizational accomplishments.
- Accomplishments include migration to online data management features, “live” collection of participant-generated curricular materials, and implementation of cascading style sheets.
- Made edits and coordinated a second printing of the textbook, *Microbes Count!*
- Primary tools: Dreamweaver; Adobe Photoshop, Illustrator and Acrobat; MapPoint.

MASON ASSOCIATES Charlotte, Vermont 5/99 to 10/01
Director of Research

- Conducted research and made recommendations to the founder of this educational consulting firm and Internet start-up. Primary client base: teenagers in need of residential educational placement for psychiatric, substance abuse, or other behavioral issues.
- Research included competition, demographics, marketing, revenue strategies, communications technologies, and venture capital. Resulting business plan generated \$1 million in venture capital.
- Conducted ongoing analysis of office procedures, researched hardware and software options, and implemented office-wide hardware and software upgrades and installation. Protocol included staff training and ongoing maintenance of the network, including virus detection software and development of an Act!2000 database.
- Supervised data-entry telecommuters.
- Provided frequent phone support for client inquiry/intake procedures.

POLHEMUS, INC. Colchester, Vermont
Sales and Marketing Coordinator

12/98 to 5/99

- Successfully managed initial customer contact via telephone, email and website submissions.
- Coordinated participation in national and international trade shows.
- Maintained corporate web site.
- Assisted with preparation of marketing materials and the selection of a graphic design firm.

UNIVERSITY of CALIFORNIA, SAN DIEGO La Jolla, California 8/97 to 8/98
Executive Assistant to the Chief of Epidemiology, School of Medicine

- Successfully managed submission of three federal grants in 45 days.
- Screened inquiries and demands from media, medical colleagues, study participants and the general public.
- Became fluent in the terminology of heart disease, menopause, osteoporosis and diabetes to effectively manage correspondence for Dr. Barrett-Connor in her absence.
- Hired and supervised Editorial Assistant, Travel Assistant and a work-study student.
- Coordinated grant proposal preparation, clinical trial agreements, complex travel arrangements, calendars, and administration of postdoctoral fellowships.

PLANNED PARENTHOOD of the COLUMBIA/WILLAMETTE Portland, Oregon 5/95-7/97
Development Associate

- Conducted prospect research, designed and generated reports for prospect list review.
- Co-managed successful first-time event: Celebration Walk for Healthy Choices, Healthy Lives.
- Proposals to local and national foundations garnered more than \$77,500 in grants.
- Managed & evaluated a quarterly 15,000-piece direct mailing to donors and prospects.
- Coordinated 1996 phonathon; renewed 686 donors -- 47% had been lapsed more than one year.
- Appointed as PPCW's designated spokesperson at United Way annual campaign events; resulted in contribution increases at each corporate site.

WESTERN STATES CHIROPRACTIC COLLEGE Portland, Oregon 5/91 - 9/94
Director of Development and Alumni Relations

- Increased alumni participation in annual giving from 5% to 15.5%.
- Produced 1992 and 1993 annual reports - the first in a decade.
- Created and produced first-ever alumni directory in 1992; second edition in 1994.
- Designed first-ever phonathon to alumni; managed 80 student volunteers.
- Created and administered alumni/student mentor program.
- Initiated, designed, implemented and managed a graduate placement program.

EDUCATION

BELOIT COLLEGE Beloit, Wisconsin
Bachelor of Arts in Modern Languages and Literature (French and Japanese) - 1989
Minor: Asian Studies