

# Amanda Ayres

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415-259-8229

## Experience

### PV Marketing

**Campaign Development Intern**      **Coral Gables, FL**      **April 2023 - October 2023**

- Strengthened customer relationships through superior communication, exceeding sales targets by 5%
- Enhanced brand visibility by developing and executing marketing strategies
- Led collaboration to transform marketing ideas into compelling events with the events team

### Avista Public Relations

**Public Relations Intern**      **San Diego, CA**      **Sept. 2020 - Dec. 2020**

- Collaborated with the team to create and distribute news by curating engaging content, communicating with clients, and promoting articles through social media and blog posts
- Drafted press releases and designed 3-5 monthly newsletters to target audiences
- Developed strategy for marketing to new prospective clients through social media, resulted in increased publicity

### IGEL Technology

**Inside Sales Team Intern**      **San Francisco, CA**      **June 2017 - May 2017**

- Organized events and managed vendor relations, creating meaningful experiences for employees and customers
- Created PowerPoint presentations for team meetings
- Produced, edited, marketed company video to boost employee morale

### Additional Experience

- **Hostess**- Planta Queen      Miami, FL      **Feb. 2022 - Jun. 2022**
- **Hostess**- Rusty Pelican      Miami, FL      **Aug. 2021- Jan 2022**
- **Retail Sales Associate**- Splendid      Marin, CA      **Dec 2020- Aug 2021**
- **Assistant Manager** -Pilates ProWorks      Marin, CA      **Feb. 2018- May 2020**
- **Server**- Maccallum House Inn      Mendocino, CA      **Jun. 2016-Aug. 2016**

## EDUCATION

**University of Miami**

*Bachelor of Business Administration in Marketing,  
Minor in Entrepreneurship*

**Coral Gables, FL**

May, 2024

## SKILLS & CERTIFICATIONS

- Technical Skills: Proficient at Microsoft Word, PowerPoint, Excel, Office, InDesign, iMovie, Logic pro, Skilled at FluidUI, C++, and Wix website development
- Winner, Global Consulting Competition, University of Miami (2021)
- AI-Powered Shopping ads Certification, Google Ads Display Certification, Google Ads Search Certification, Google Ads Video Certification
- Relevant Coursework: Digital Media Metrics, Business Analytics, Introduction to Marketing, Marketing Management, Strategic Communications, Digital Marketing

## PERSONAL

- 300+ hours of volunteer work with Rustic Pathways and YoungLife. Avid yogi, hiker, and pilates practitioner. Member of Delta Phi Epsilon Sorority, held the position of Special Events Planner. Member of National Honors Society, Women in Business club, and Volunteer link club at University of Miami.

**Outstanding References are available upon request.**