

AMANDA KAWALEK

Mission-Driven Marketing, Writing, Relationships & Impact



CONTACT

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EDUCATION

The Ohio State University

Master of Education, 2013
B.A. in Journalism, 2007

RELATED SKILLS

- Hubspot
- Webflow
- Salesforce
- Outreach
- Google: Suite, Analytics
- Adobe Creative Cloud
- Canva
- Asana
- Figma
- Brevo
- Hootsuite
- Sendinblue
- Clearscope
- Surfer
- Netline
- Maven course: 'Punchy Messaging for B2B Tech Marketing' (Dec. 2023)
- LinkedIn Learning coursework

PROFILE

Ambitious marketing, content, writing, and storytelling expert with 18 years of experience in business, technology, and education. Proven track record of driving growth and achieving impact through creativity, strategic thinking, and strong relationships.

PROFESSIONAL EXPERIENCE

SENIOR MARKETING & DISTRICT ENGAGEMENT SPECIALIST

[Sown To Grow](#)

October 2024 - Present

- Develop and execute a strategic marketing initiatives, including a content calendar, compelling blogs, newsletters, social media posts and customer engagement campaigns
- Increased year-over-year blog traffic by 1,000% and LinkedIn impressions by 400%.
- Generate growth opportunities based on analysis of personas, market position, region, funding opportunities, and partnerships
- Manage conferences, events, webinars, sponsorships, advertisements, sales and marketing materials, presentation decks, emails campaigns, and the website.

CONTENT MARKETING MANAGER

[Quizizz](#)

December 2021 - July 2024

- Collaborated with Sales, Product, the Web Team, and Revenue Operations on marketing projects, campaigns, web design, product certifications, webinars, and RFPs, including a \$150K win
- Generated a Q1-Q2 campaign influence of \$433K in opportunity
- Conducted customer interviews and crafted compelling content for the company's blog, including 40+ total case studies, thought-leadership pieces, and feature stories
- Raised blog traffic 10K by year-over-year comparison
- Researched, analyzed, and strategized B2B marketing plans based on ideal customer personas, region, seasonality, funnel stage, and industry trends
- Created and executed the content marketing calendar
- Wrote and designed SEO website content, newsletters, sales collateral, and lead generation sequences
- Ran email campaign strategy, distribution, and analysis
- Misc. responsibilities: webinars, ads, events, social media

PROFESSIONAL EXPERIENCE CONTINUED...

ENGLISH LANGUAGE ARTS TEACHER, 6TH GRADE

[Harlem Children's Zone](#), Promise Academy I

July 2018 - December 2021

- Managed 50+ students' skills, growth, and achievement in reading, writing, speaking, listening, language, and critical thinking, as well as State Test prep
- Monitored measurable, data-driven objectives to achieve 40%+ in student growth and achievement
- Designed and facilitated engaging, interactive and thought-provoking lessons and projects using Google Slides presentations, handouts and multimedia pieces
- Provided strategies to reach a variety of learners through differentiated instruction, intentional grouping and special education accommodations
- Created, administered and graded formative and summative assessments
- Analyzed student performance data to track levels of success and mastery of Common Core State Standards
- Determined student misconceptions and needs for intervention, and strategize specific methods for improvement
- Maintained strong classroom management systems, parent communication, and professional development, including trainings on inquiry-based practices, data driven instruction, literacy initiatives, self-reflection and growth goals, aggressive monitoring, cultural awareness, and social/emotional learning
- Collaborated with colleagues to co-teach in the classroom setting, create lateral and cross-curricular plans, analyze data, and strategize interventions for students on IEPs and 504s.
- Held additional small group intervention sessions during evenings and weekends
- Implemented full-scale virtual teaching plans during Covid-19

ENGLISH TEACHER, 8TH GRADE AND 11TH GRADE

Riverside Local Schools

August 2015 - June 2018

ENGLISH TEACHER, 9TH GRADE CO-TAUGHT, CP & HONORS

Johnstown-Monroe Local School District

August 2013 - June 2015

ADDITIONAL CORPORATE EXPERIENCE (2007-2013)

REQUEST FOR PROPOSAL COORDINATOR

PCM Enterprise (SARCOM)

MARKETING COORDINATOR

Goodwin Procter LLP

COMMUNICATIONS ADMINISTRATOR

Bricker Graydon LLP