

AMANDA KAWALEK

MARKETING, CONTENT, WRITING & STORYTELLING EXPERT

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MARKETING, CONTENT, WRITING & STORYTELLING EXPERT

Ambitious marketer and writer with 18 years of experience in business, technology, and education. Proven track record of driving growth, engagement, and impact through creativity, strategic thinking, and strong relationships.

EXPERIENCE

[Sown To Grow](#), based out of Oakland, CA (remote role)

Oct. 2024 – Present

Senior Marketing & District Engagement Specialist

EdTech company providing a comprehensive SEL and student support platform that empowers K-12 schools to improve student social, emotional, and academic health. I work cross-functionally to strengthen brand trust, authority, and partnerships; and support the sales cycle, fuel the growth engine, increase pipeline.

- Develop and execute strategic marketing and communications, including a comprehensive content calendar, 3x/month compelling blogs, a monthly 5K recipient newsletter, 3x/week social media posts, and weekly emails
- Manage data and analytics, the CRM, conferences, events, webinars, email campaigns, sales and marketing materials, presentation decks, sponsorships, advertisements, and the website
- Generate campaigns and growth opportunities based on analysis of personas, market position, region, funding opportunities, and partnerships
- Boosted year-over-year blog traffic by 1,000% (500-to-5,700 monthly visitors) and LinkedIn impressions by 400%

[Wayground](#) (formerly Quizizz), based out of Santa Monica, CA (remote role)

Dec. 2021 – July 2024

Content Marketing Manager

EdTech company providing a supplemental learning platform that assists educators with AI-supported instruction, practice, and assessment materials.

- Drove cross-functional B2B marketing initiatives with Sales, Product, Web, and RevOps, delivering integrated campaigns, webinars, web launches, and RFP support that influenced \$433K in pipeline and secured a \$150K deal
- Built and executed strategic demand-generation and content marketing plans based on ICPs, funnel stages, regional insights, and market trends
- Produced SEO-driven content, nurture emails, sales enablement assets, and 40+ customer case studies and thought leadership pieces, contributing to a 10K year-over-year increase in blog traffic
- Managed multi-channel marketing execution and performance analysis across email, webinars, ads, events, and social media to support brand awareness and lead generation

[Harlem Children's Zone, Promise Academy I](#) in New York, NY

July 2018 – Dec. 2021

English Language Arts Teacher, 6th grade

Top-performing, robustly-funded K-12 charter school within Harlem Children's Zone's cradle-to-career pathway of services to end intergenerational poverty.

- Managed instruction and academic growth for 50+ scholars across English Language Arts disciplines, using data-driven interventions and differentiated learning strategies to achieve 40%+ growth and achievement outcomes
- Designed and delivered engaging in-person and virtual learning experiences, creating curriculum, multimedia presentations, assessments, and instructional materials aligned to Common Core standards
- Analyzed performance data to identify learning gaps, implement targeted interventions, and measure progress, driving continuous improvement in student mastery and test preparedness
- Collaborated with colleagues, parents, and support staff to develop individualized learning plans, support students with IEPs and 504s, and foster an inclusive, high-performing classroom environment

Riverside Local Schools, *Painesville, OH*

Aug. 2015 – June 2018

English Teacher, 8th and 11th grade

- Managed instruction and academic growth for 125+ students across English Language Arts disciplines, using data-driven interventions and differentiated learning strategies

Johnstown-Monroe School District, *Johnstown, OH*

Aug. 2013 – June 2015

English Teacher, 9th grade Co-Taught, CP, and Honors

- Managed instruction and academic growth for 150+ students across English Language Arts disciplines, using data-driven interventions and differentiated learning strategies

PC Mall, Inc. (formerly SARCOM), *Columbus, OH*

July 2009 – Aug. 2012

Request for Proposal Coordinator

- Spearheaded cross-functional RFP initiatives, overseeing proposal strategy, content creation, stakeholder management, technical writing, and submission delivery while leveraging win/loss insights to strengthen future growth opportunities.

Goodwin Procter LLP, *New York, NY*

Oct. 2008 – April 2009

Marketing Coordinator

- Led domestic and international event strategy and execution, managed business development and marketing initiatives, and developed high-impact marketing collateral, proposals, and client-facing materials.

Bricker Graydon LLP, *Columbus, OH*

Jan. 2007 – Oct. 2008

Practice Development Administrator, Communications

- Developed and edited high-impact content across digital, print, and business development channels, including website copy, editorial calendars, firm newsletters, thought leadership articles, client communications, marketing collateral, attorney profiles, speeches, advertising campaigns, RFP responses, client reports, and award submissions.

EDUCATION

The Ohio State University

Master of Education (2013)

The Ohio State University

Bachelor of Arts in Journalism and Political Science (2007)

TOOLS & TECHNOLOGIES

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