

# Amy Fedele

Marketing, Communications, Brand Strategy

570.650.7558

afedele@gmail.com

linkedin.com/in/amyfedele

Portfolio: [afedele.com](http://afedele.com)

## SKILLS & EXPERTISE

Team leadership  
Project management  
Creativity and innovation  
Strategy and concept development  
Communication (written and verbal)  
Strategic brand positioning

Adobe Creative Suite (Photoshop, Illustrator, InDesign, et al.)  
Advertising, Analytics & reporting (Google, Facebook)  
Search engine optimization (SEO)  
Website design, development & maintenance  
Information architecture & user experience  
Social media, email & content marketing

## WORK EXPERIENCE

### African Sisters Education Collaborative (ASEC), Scranton PA

Sept 2016 - Present

Media & Communications Manager, July 2019-Present

Web Content Manager, Sept 2016-June 2019

Select, coordinate and manage all digital and print marketing/communications projects for \$20 million international nonprofit providing access to education in sub-Saharan Africa

- Create, execute and measure digital marketing/web budget.
- Oversee design and execution of marketing collateral (digital and print).
- Govern organizational branding, copywriting and visual design standards for website, marketing material, reports, presentations and social media.
- Determine digital media placement and campaign ad spend.
- Assist in execution of digital marketing efforts and fundraising campaigns.
- Train and manage a rotating team of contractor and interns/volunteers in writing, editing and development of impact stories.
- Direct impact videos, oversee video production and conduct interviews with stakeholders, program participants and beneficiaries.

#### Highlights:

- 63% increase YOY in website sessions (2019)
- 110% increase YOY in organic traffic to website (2019).
- 207% increase YOY in website traffic from target donation market (2019).
- 90%+ increase in website traffic from social media (2019).
- 47% increase in Facebook followers (2019).
- 27% average email newsletter open rate (2019).
- Systematized content contribution process, resulting in an increase article submissions/month to distribution plan. 21 articles/mo in 2019, 15/mo in 2018, 10/mo in 2017.

#### Organizational Contributions:

- Admin Team member; advise the E.D. in important organizational decisions.
- Assist E.D. in brand communication, development efforts, PR and networking opportunities.
- Collaborate with staff in the United States and ten different countries across Africa.
- Member of Strategic Plan Committee, responsible for developing 2017-20 plan.
- Implemented robust onboarding/offboarding process for new and exiting staff.

### Web Design Specialist, Marywood University, Scranton PA

Mar 2010 - Aug 2016

Responsible for maintenance and development of the Marywood University website and determining implementation strategy and technical feasibility of University-wide web projects.

#### Highlights:

- Provided support and training to 170 departmental web content editors.
- Design and maintenance of Marywood affiliated/sponsored websites.
- Coordinated in-house design, programming and implementation of Marywood's first responsive website.

- Recipient of Silver ADDY award for mobile website design.
- Local and national media recognition for April Fool's Day homepage "[Project 41](#)", causing unprecedented, record-breaking website visits and nationwide social media exposure for Marywood.
- In-house design/development of a campus map and virtual tour saved Marywood \$10,000 and over \$500/month in hosting fees.
- Simplified department contact information into single database synced across website, improving accuracy and ease of updating.
- Mentored Graduate Assistant (GA) to increase Humans of Marywood Facebook Page post reach and engagement. GA produced record organic numbers in one week. Reach: 12,000+, Engagement 6,000+, Followers: 12% increase.

### **Founder, Pretty Purple Door**

**Jan 2011 - Present**

I help beginner home gardeners design beautiful landscapes that are colorful in all four seasons and filled with unique personality.

#### **Media Mentions:**

- Podcast Guest: Easy Living Yards Podcast
- Featured Blogger: HomeTalk, Floor Coverings International
- Content features: BuzzFeed, HomeTalk, Apartment Therapy, Family Handyman, Country Living Magazine, Amazing Interior Design Home Design Magazine, HomeBNC

#### **Highlights:**

- 2019: Digital Course Launch: "Design your 4-season garden".
- 2019: Garden Design & Maintenance Diploma, New Skills Academy.
- 2018: Averaging 50K+ website visitors/month.
- Viral post (How to make a penny floor). Views: 22,000+, Shares: 2,000+

### **Founder, Bullseye Design**

**Jun 2008 - Present**

Web design and internet marketing strategy implementation for small business owners.

- Creation of online video course, "The Facebook Pixel Demystified"
- Web design work featured on DesignMeltdown, The Daily Slurp, Light on Dark, Most Inspired, iStockPhoto, Screenalicious.
- Designed concepts for Herr's Foods Inc. "Live Life with Flavor" marketing campaign.
- Web design project published in The Web Designer's Idea Book (Vol. 1).

### **Art Director, Market Share Development, Scranton PA**

**Nov 2007 - Feb 2010**

- Creation and execution of print and web design pieces producing memorable advertising with effective results.
- Project Manager: Implemented marketing campaigns for several organizations; served as point of contact for clients.
- Graphic Design: Designed all websites, digital and print marketing material and branding pieces.
- Video & Photo Shoots: Assisted in direction and facilitation of on-site video and photo shoots.

### **Solid Cactus Inc., Wilkes-Barre, PA**

**May 2007 - Feb 2010**

#### **Interim Art Director**

- Managed six e-commerce website designers. Influential in the maturity of design team's creative concepts.
- Restructured workflow of the Store Development Department.
- Presented educational seminars & webinars emphasizing the importance of design for online stores.

#### **Graphic Artist**

- Created website mockups for over 200 eCommerce clients.
- Designed logos, branding, animated banners & ads and internal web/print marketing pieces.
- Photographer for all events, magazine features and client product photography..
- Contributed to web projects for the St. Louis Rams, Lance Armstrong Foundation, Athletes For Hope, The Muhammad Ali Center and over 25 companies on the 2007 Internet Retailer Top 500.
- Award of Excellence recipient for 13th Annual Communicator Awards Print Competition (t-shirt design).

## Education

### **M.B.A. Business Administration, Management**

Marywood University, Scranton PA

Anticipated graduation in May, 2020

### **B.A. Mass Communication & Media Technology**

King's College Wilkes-Barre PA

GPA 3.87, Father Murgas Memorial Award for Communications Recipient

## Memberships & Volunteering

- + Member, Nonprofit Technology Network (NTEN)
- + Member, Higher Education Web Professionals
- + Member, Freelancers Union
- + Mentor of four young business professionals
- + Volunteer, One Life to Live Pet Rescue & Adoption