



AMBER HANNEKEN

Product Marketing Manager

www.amberhanneken.com

580.743.1494

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SPECIALTIES

- Copywriting and editing
- Content marketing
- Digital and email campaigns
- Go-to-market strategies
- Direct marketing
- Customer success stories
- Thought leadership
- Project management
- Client acquisition and retention
- Event planning
- Cross-team collaboration
- Blogging
- Social media
- Basic HTML
- AP Style
- Adobe suite
- Microsoft suite
- Google suite
- Windows and Mac
- Android and iOS

ACCOMPLISHMENTS

- **Extra Life 2015**
Primary organizer, volunteer — raised \$1,360 for Children's Hospital Foundation
- **Employee of the Month**
a la mode, 2012
- **Innovator of the Year**, a la mode, The Journal Record, 2011

SUMMARY

Product Marketing Manager with over five years experience in cloud and software solutions. Proven leader in the creative strategy and execution of new customer and retention campaigns, as well as new product and feature launches.

EXPERIENCE

a la mode, Oklahoma City, Oklahoma

Product Marketing Manager, April 2011 – Present

Copywriter, October 2010 – April 2011

Achievements:

- 300% increase in new customers during slow market
- 598% increase in blog subscriptions from July 2014 to July 2015
- Highest number of customer product upgrades in 10 years, December 2015

Responsibilities:

- Plan, schedule, manage and prioritize all marketing campaigns
- Work closely with sales and product teams to define and achieve goals
- Write and edit content for email, website, blog, mail, catalogs magazine and online advertising for flagship software suite
- Track, analyze and report campaign performance to stakeholders
- Manage company social media including Facebook, Twitter and LinkedIn

Hugo Daily News, Hugo, Oklahoma

Assistant Editor and Staff Writer, May 2009 – October 2010

- Reported on and photographed politics, education, events and features
- Edited all copy and designed daily newspaper layout

Columbia Missourian, Columbia, Missouri

Advertising Clerical Assistant, August 2005 – May 2009

Copyeditor, August – December 2008

Reporter, August – December 2007

- Designed speculative and online advertisements
- Reported on local events, politics, breaking news and enterprise features

Rural Missouri magazine, Jefferson City, Missouri

Intern, May – August 2008

- Profiled rural people and events as feature writer and photographer
- Designed layouts and created news briefs from press releases

EDUCATION

University of Missouri, Columbia, Missouri

Bachelor of Journalism in Print and Digital News, cum laude May 2009

Minor: Anthropology

Appraisal Institute

Real Estate Appraiser Trainee Certification, 75 hours completed