

Amanda Heisey

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SKILLS

Photoshop, InDesign, WordPress, iMovie, Final Cut Pro, Canva, Constant Contact, Microsoft Office, ticketing systems (Eventbrite, Theatre Manager), social media platforms (Facebook, Instagram, Twitter, Tik Tok)

EXPERIENCE

The Players Centre, Sarasota, FL – Marketing & PR Director

Sept. 2016 – PRESENT

- Design all posters, brochures, graphics as well as ads
- Place all ads and media spots. Work to gain earned media recognition
- Collaborate and guide outside partners on various projects for the theatre
- Write all press releases, compose and send e-newsletters and mail campaigns
- Edit materials that come from the organization including literature (brochures, catalogues etc.) and grants
- Handle the branding and imaging of Sarasota's first theater
 - Handle surveys and use responses to construct stronger branding
- Oversee the social media alongside the social media manager

The Arts & Cultural Alliance of Sarasota County, Sarasota, FL – Communications Manager

May 2014 – November 2015

- Managed the website (updates, creating pages etc.) and social media accounts
- Facilitated multiple programs that attempt to engage younger audiences in Sarasota County performing arts
 - This was a subscription type program that brought together many of the professional organizations in Sarasota (Opera, ballet, Asolo Rep, Westcoast Black Theatre Troupe, orchestra) for a special price and experience
- Set up booths to represent the Sarasota arts community at events

Observer Media Group, Sarasota, FL – Web Editor

April 2012 – May 2014

- Created content and managed all social media sites for the Business Observer newspaper

- Filmed and edited interviews and b-roll to create packages to accompany stories on the website
- Collaborated with colleagues to produce stories for multiple newspaper websites
- Created short web stories and blog posts
- Edited the paper before sending to print

Raycom Media, Montgomery, AL – *Proofreader/Producer*

July 2011 – April 2012

- Proofread stories for TV news stations' websites for style, grammar, verb agreement and spelling
- Pitched and created original stories to appear on 42 TV stations' websites across the country
- Worked closely with coworkers in a close newsroom-like environment

EDUCATION

University of Missouri-Columbia – *Bachelor of Journalism*

Sept. 2007 – May 2011, Columbia, MO

Minor: Anthropology

AWARDS and BOARD POSITIONS

Central West Coast Chapter - Florida Public Relations Association - Sponsorship Chair (2020-21), Co- Events Chair (2021-22), Events Committee (2022-23)

Next Gen Honoree Lakewood Ranch Business Alliance

Cum Laude Latin Honors

National Society of Collegiate Scholars

Dean's Honor Roll - Fall 2009, Spring 2010, Fall 2010, Spring 2011

Phi Mu Fraternity