

Amanda Lynn Ford

www.linkedin.com/in/fordamanda

PROFESSIONAL SKILLS

- **SOCIAL MEDIA:** Proficient in Twitter, Foursquare, Hootsuite, Klout, LinkedIn, Wordpress and Facebook. Analytics tools: Sysomos, bit.ly, TweetReach, Twitter Counter, Google Analytics. Learning: Google+
- **EXCEPTIONAL HOSPITALITY:** Outstanding communication skills. Create welcoming environment and cultivate return guests. Provide professional, fun and knowledgeable service.
- **HIGHLY RESPONSIBLE:** Experienced in handling large amounts of cash. Trusted to work independently on projects with little supervision. Self-starter.
- **TEAM PLAYER:** Collaborates well with others. Able to anticipate collective needs. Open to discussion and feedback. Calm under pressure. Train new employees. Consistently meets deadlines.
- **WRITING:** Wrote copy for Broadcasting Club at UWM productions, 4PM Magazine editorial writer. Blogger. Compose messages in 140 characters or less.
- **PROMOTIONS:** High-energy and outgoing. Represent the company professionally while being approachable. Run events independently.
- **SKILLS:** iMovie, Final Cut Pro. Tripod, microphone & video equipment operation. Adobe PhotoShop and InDesign. Can use copiers and fax machines. Microsoft Word for PC & Mac, Excel, Powerpoint. High attention to detail: copy editing

PROFESSIONAL & VOLUNTEER SERVICE

- **Broadcast and Marketing Experience**

GMR Marketing – Social Media Specialist	New Berlin	Nov 2011 – present
GMR Marketing – Social Media Intern	New Berlin	July 2011 – Oct 2011
Broadcasting Club at UWM	Milwaukee	Jan 2004 – May 2011
Milwaukee Radio Group	Milwaukee	Sept 2006- Feb 2008
PantherVision-UWM	Milwaukee	Spring 2005, Fall 2006
- **Volunteer Experience**

Blood Donor Blood Center of WI	Milwaukee	Spring 2001 – present
Intern at Hunger Task Force	Milwaukee	March - July 2011
C.O.A. Oscar Gala Night	Milwaukee	February 27, 2011
Milwaukee Panther Football	Milwaukee	Fall 2003-Fall 2006
- **Bartending and Hospitality Experience**

Fleming's Prime Steakhouse & Wine Bar	Brookfield	April 2010 – present
Stack'd Burger Bar	Milwaukee	July 2009 – Jan 2010
The Iron Horse Hotel	Milwaukee	Sept 2008 – July 2009

EDUCATION

Bachelor's Degree, Broadcast Journalism: University of WI-Milwaukee May 2011

Strategic Communication, Radio News Reporting, Television News Reporting, Copy Editing, Media Law, Shortcourse: InDesign I & II; PhotoShop I. Conversational Spanish.

ACCOMPLISHMENTS

- Coordinated over 500 volunteers for Stamp Out Hunger Food Drive for Hunger Task Force
- Award-winning: Best Radio Feature & Best TV Feature from Milwaukee Press Club