

Amber Appel

amberappel.com

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EDUCATION

University of Texas at Austin, Austin, TX
M.S. in Information Studies May 2021

New York University
Summer Publishing Institute Certificate July 2018

- Crew member, BookExpo and BookCon

Rollins College, Orlando, FL
B.A. in English, Cum Laude May 2017

WORK EXPERIENCE

Marketing Coordinator, Flintco, LLC, Austin, TX February 2019-Present

- Writes and designs proposal responses to RFPs using Adobe InDesign
- Strategize project pursuits in collaboration with marketing and business development teams
- Manages the Austin office's marketing materials and information
- Creates and coordinates social media content for the Austin office
- Member of Society for Marketing Professional Services

Amazon Book Associate, Amazon Books, Austin, TX September 2018-February 2019

- Delivered customer service and maintained positive and safe store environment
- Provided reader's advisory to customers and assisted in inventory management

Marketing Administrator, SGM Engineering, Inc., Orlando, FL June 2017-May 2018

- Crafted timely, complete, compliant and compelling responses to RFPs to secure new contracts
- Coordinated collection of technical, pricing and promotional information from all departments
- Designed marketing materials using Adobe InDesign, Photoshop, and Illustrator
- Collaborated with third-party firms when SGM was Subcontractor to create RFP responses

Marketing and Sales Director, The Little Muslims Books, Winter Park, FL Jan. 2017-May 2017

- Wrote reviews of products to promote series
- Worked with team to place series into more bookstores
- Created content for social media presence and networked with publishers and book reviewers

Editor-in-Chief, "The Independent" Magazine, Winter Park, FL Sept. 2014-May 2017

- Led the staff, communicated with authors, and headed the organization
- Responsible for final published semi-annual magazine; made final edits to articles and other content
- Editor-in-Chief (2017), Head Content Manager (2015-2016), Staff Writer (2014)

Literary Blogger, Winter Park FL 2013-Present

- Created "www.readingwithyoureyesshut.com" (+40,000 page views)
- Writing over 130 book reviews; including 11 author requested reviews

Writing and Editing Intern, On Target Web Solutions, Maitland, FL Jan. 2017-April 2017

- Wrote and edited web content for clients
- Collaborated with team to create strategic marketing plans
- Researched market trend data

Writing and Design Intern, Dress for Success, Dublin, Ireland Jun. 2016-July 2016

- Created new website utilizing an original, professional design
- Wrote articles promoting company events
- Researched ideas for future fundraisers

SKILLS: Proficient with Adobe InDesign, Photoshop & Illustrator; Microsoft Office Suite.