

# AMANDA SORDELET

COPYWRITER · STRATEGIST · DIRECTOR

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## PROFESSIONAL SUMMARY

Copy creative leader who excels at turning ideas into words into action. Over ten years of experience developing cross-channel campaigns, brand strategies and narratives, and audience-first messaging that leaves a mark. Collaborated and directed projects with agencies and teams across a wide range of industries, including higher education, luxury real estate developments, nonprofits, and more. Thrives on challenges and bringing creative visions to life.

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## WORK EXPERIENCE

**Messaging + Brand Strategist** | GMB (Formerly Up&Up), *Greenville, SC* October 2022–Present

- Led brand and messaging direction for clients in the K-12 and higher ed space, directing creative and writing copy for print and digital marketing efforts, enrollment campaigns, and branded environments
- Conducted market and competitive analysis, brand workshops, and client intake sessions that informed my team's creative strategy to capture a client's essence and drive their right-fit students to take action
- Implemented and improved copy and creative processes with my team to align with our company's vision: Providing integrated brand and building services to create environments where learners can thrive

**Senior Copywriter** | FUEL, *Greenville, SC* March 2019–September 2022

- Directed positioning and messaging strategy for a variety of brands, including Goodwill Industries of Southern Piedmont, Dodge Industrial, multiple luxury real estate developments, and local nonprofits
- Collaborated closely with the creative director to conceptualize and execute print and digital campaigns that increased brand awareness and engagement, generated and nurtured leads, and converted sales

**Associate Copywriter** | Blackbaud, *Charleston, SC* March 2018–January 2019

- Crafted and edited creative copy for quick-turn projects within the company's internal marketing agency, focusing on external-facing assets such as email campaigns, print and digital advertisements, white papers, and signage
- Assisted the senior copy team with brainstorming concepts and content ideas for campaigns

**Copywriter and Content Strategist** | Quillworks Writing Services, *Charleston, SC* October 2015–May 2020

- Founded a freelance marketing business crafting B2B blog and web content for digital marketing agencies looking to elevate their brand awareness and attract potential clients
  - Developed content strategies for clients based on analysis of their market, target audiences, competitor positioning, and SEO keyword optimization
  - Simplified complex marketing practices into engaging and entertaining copy for internal and external audiences
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## EDUCATION

**Bachelor of Arts in Public Relations**, University of South Carolina 2010