

AMANDA SORDELET

COPYWRITER · STRATEGIST · DIRECTOR

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PROFESSIONAL SUMMARY

Creative leader with 10+ years of experience directing integrated brand campaigns, leading multidisciplinary creative teams, and developing strategic messaging for brands with purpose, such as higher education institutions, non-profit organizations, and technology for social good. Combines creative vision with business strategy to build brands that inspire action, strengthen awareness, and elevate organizational reputation.

AWARDS

York Technical College

2026 Gold EduAD Awards |
Integrated Marketing
Campaign

Presbyterian College

2026 Gold EduAD Award |
Website

2025 Bronze EduAD Award |
Integrated Marketing
Campaign

Washington College

2025 Silver EduAD Awards |
Integrated Marketing
Campaign

USC Upstate

2025 Bronze EduAD Awards |
Website

EDUCATION

B.A. Public Relations |

University of South Carolina,
2010

WORK EXPERIENCE

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

- Directed creative strategy and messaging across integrated higher education marketing campaigns, partnering with designers, strategists, and client stakeholders from concept to execution
- Facilitated discovery workshops and strategic planning sessions that shaped institutions' brand and campaign concepts, messaging architecture, and creative direction

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

- Directed positioning strategy for national and regional brands, including Goodwill Industries of Southern Piedmont, Dodge Industrial, multiple luxury real estate developments, and nonprofit organizations
- Conceptualized and executed 20+ brand platforms and integrated campaigns to elevate brand awareness and engagement, generate and nurture leads, and convert sales

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

- Set the standard as the primary writer for Blackbaud's internal marketing agency's first production team, crafting creative messaging and editing copy for quick-turn projects such as email campaigns, print and digital advertisements, white papers, and signage
- Supported the senior copy team with brainstorming concepts and content ideas for brand awareness and cloud software product campaigns

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

- Founded a freelance marketing business, identifying content needs and crafting B2B blog and web content for digital marketing agencies looking to elevate their brand awareness and attract potential clients