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# Amber Kelm

## Writer, Editor & Digital Marketing Project Manager

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[Writing Portfolio](#)

### SUMMARY

Accomplished marketing project manager with 15 years of remote experience taking clients' marketing plans from conception to completion. Proficient in multiple project management applications to communicate with clients and internal staff to deliver every project on time, on budget, and exactly as promised. Native English copywriter and editor with 17 years of professional experience crafting corporate communications and online marketing content. Uses deep copywriting experience to write and edit content to deliver engaging, relevant, and high-quality marketing assets to clients.

### EXPERIENCE

#### **Radiant Web Marketing, Remote** - *Project Manager & Lead Copywriter*

MARCH 2016 - PRESENT

- Responsible for developing & implementing content marketing plans.
- Coordinates with internal writing and graphic design teams to execute plans.
- Leads copywriting team and upholds high standards that clients expect from agency.
- Proficient in SEO guidelines; ability to optimize content effectively to produce organic rankings.
- Writes and edits a wide variety of content: articles and blogs, press releases, website content, e-books, whitepapers, case studies.

#### **SEO Content Solutions, Remote** - *Project Manager & Copywriter*

JANUARY 2008 - APRIL 2016

- Managed up to 67 accounts simultaneously.
- Synthesized targeted monthly content marketing plans and ranking reports.
- Coordinated project assignment to internal writing, proofing, and administrative staff.
- Wrote articles, press releases, blog content, and social media profiles to satisfy clients' online and print marketing needs.
- Effectively optimized website content to yield higher organic search rankings.
- Consistently met urgent deadlines for publication.

#### **WCI Communities, Bonita Springs, FL**

FEBRUARY 2004 - AUGUST 2010

*Executive Assistant: Amenities, December 2007—August 2010*

- Supported VP of Amenity & Community Services in all daily administrative functions.

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- Developed and coordinated club, marketing, and recognition events.
  - Improved the quality of club activities and programs through survey analysis and reporting.
  - Reduced costs and waste by implementing and promoting paperless data collection and storage.

*Employee Communication Manager, May 2007–December 2007*

- Promoted from previous position based on writing and editing competency.
- Served as editor of company's monthly newsletter; responsible for all content.
- Managed company intranet using SharePoint services; provided support and technical training to content managers in each business line.

*Executive Assistant: Corporate, May 2006–May 2007*

- Supported VP of Public Relations and VP of Government Relations simultaneously in all daily administrative functions.
- Managed budgets, variances, forecasting, and invoicing for both departments.
- Processed charitable and campaign contributions; provided quarterly report to CEO.
- Assistant Editor for company newsletter; internal communications coordinator.

*Administrative Assistant: Sales, February 2004–May 2006*

- Supported broker, office manager, and sales staff in all essential administrative functions.
- Created paperless systems to streamline contract process.
- Maintained weekly reports, contracts, and prospectuses for legal compliance.

**PhoneCard Express, Hollywood, FL**

AUGUST 2000 - DECEMBER 2003

*Production Manager*

- Coordinated PhoneCard projects for customers by working with outsourced graphic department and printer for proofs and card production.
- Ordered PINs and associated custom voice-overs to cards from long distance provider.
- Crisis management skills used to ensure customers' in-hands date.
- Negotiated printing prices and worked with internal sales department on quoting.

*Marketing Assistant*

- Organized mailings and hired temporary workers to fulfill mailings.
- Assisted in creating introductory letters, flyers, promotions and sell sheets to include in mailings.
- Created reporting system to track marketing efforts using Goldmine database software.
- Coordination of sales representatives' attendance at tradeshow.

**EDUCATION**

**University of Phoenix - AA Communications**

GRADUATED 2008