



Amanda Kimball

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EDUCATION

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

May 2017

Biola University, La Mirada, CA

Graduated Summa Cum Laude, Grade Point Average: 3.955

Two-time NCAA DII Scholar Athlete, Team Captain, 4 Year Women's Golf NCAA DII Collegiate Athlete

Top 5 Gallup Strengths: Restorative, Achiever, Responsibility, Consistency, and Harmony

CAREER OBJECTIVE

Highly motivated business professional, looking for new opportunities to grow both professionally and personally in. I am a dedicated team player with proven leadership and communication skills. I have the follow through and positive attitude that will allow me to contribute to a company's core value and business objectives.

EXPERIENCE

MARKETING COORDINATOR

January 2019 – Present

The Comtel Group, Irvine, CA

- Creating an employee engagement and marketing plan for the organization.
- Designing and managing marketing department initiatives
- Creating and orchestrating consistent drip campaigns targeted to customers and partners (prospective/current)
- Responsible for customer relations through interactive marketing engagements

ADMINISTRATIVE & MARKETING ASSISTANT

December 2017 – December 2018

The Comtel Group, Irvine, CA

- Coordinated, planned, and created schedules, collateral, and exposition set up for Comtel's marketing/sales team at 3 national networking summits attended by midmarket CIO's and Senior IT Executives
- Manage and coordinate Vice President's travel, appointment setting, and sales meeting stats reporting
- Assist with social media, marketing, and advertising content, deliverables, collateral, and online activity
- Update and maintain customer, partner, and vendor data in CRM

ADMINISTRATIVE INTERN

June 2016 – August 2016

USC Verdugo Hills Hospital, Pasadena, CA

- Created and presented on a leadership plan for improvement on hospital rounds
- Scheduled events that promoted employee engagement with their team "Heart Walk" campaigns
- Helped design a hospital event/fundraising flyer for the "Heart Walk" campaign

UNIVERSITY & COMMUNITY PROJECTS

NON-PROFIT MARKETING PLAN

January 2017 – May 2017

OC Small Paws, Orange County, CA

- Created a customized one year marketing plan for a local non-profit in Orange County, CA
- Conducted a five month marketing analysis of the nonprofit animal rescue industry
- Met with professionals, customers, and donors in relation to the non-profit's mission and current position in the market

MARKETING RESEARCH PLAN

August 2016 – December 2016

The Twisted Vine, Fullerton, CA

- Suggested new strategies for a local wine bar's entertainment: live music, hosted wine dinners
- Learned how to build creative and unique marketing strategies around specific customer preferences
- Conducted a five-month marketing analysis of the wine industry and the specific business' marketing trends