

AMY MINTONYE

Profile

Creative, curious, and pragmatic high-energy professional with nearly 10 years' experience in marketing communications and a track record of leadership, innovation, and results.

Contact

📞 585.613.2952
✉ amymintonye@gmail.com
🌐 www.amymintonye.com
🏠 Portland, OR 97217

Skills

- **Content Marketing**
copywriting, photography, videography, design
- **Photo & Video Editing**
Adobe Photoshop, Illustrator, InDesign, Premiere, Acrobat Pro
- **Content Management Systems (CMS)** WordPress, Expression Engine, basic HTML & SEO
- **Email Marketing**
Constant Contact, MailChimp, Emma
- **Social Media Marketing & Advertising**
Facebook, Instagram, Twitter, YouTube
- **User Experience Design**
applied across websites, payment gateways, emails
- **Data Analytics**
Google Analytics
- **Customer Relationship Management (CRM) Software**
Salesforce
- **Project Management & Office**
Basecamp, G Suite/Google Workplace, Microsoft Word, Excel, Outlook

Experience

Marketing Director 10/2018 - current
Chamber Music Northwest, Portland, OR

- Develop a multi-channel marketing strategy resulting in over \$500,000/year in sales (20% increase from the previous year)
- Execute shift to digital media programming during the COVID-19 pandemic, achieving more than 45,000 views for CMNW's Virtual Summer Festival (over 3x annual in-person festival attendance)
- Lead mobile-responsive redesign of website and payment gateway
- Create multi-channel advertising plans, including securing and managing a Google Ads Grant awarding up to \$120,000 in free Google Search advertising per year (over 27,000 impressions and 3,500 clicks this year from this campaign alone)
- Independently design and manage a contracted graphic designer to design publications from 100+ page festival programs to postcards
- Write and design e-newsletters with an average open rate of 30% and average click rate of 3.75%
- Lead media relations securing coverage in The Oregonian, Willamette Week, Portland Mercury, Portland Tribune, and Oregon ArtsWatch
- Manage a marketing assistant and contract employees including photographers, videographers, graphic designers, web developers, and writers

Director of Marketing & Communications 4/2018 - 9/2018
The Historic Trust, Vancouver, WA

- Developed social media strategy that increased reach and improved engagement (over 7% increase in Facebook followers)
- Lead media relations securing coverage on KGW, KPTV, KOIN, and The Columbian
- Scripted, shot, and edited videos including videos for the Pearson Field Education Center fundraiser raising over \$125,000
- Implemented new brand standards established in 2017 across all The Historic Trust's numerous programs and properties
- Managed an events manager, and contract employees including photographers, graphic designers, and web developers

Education

Bachelor of Fine Arts

State University of New York
at New Paltz

About Amy

- Mixed media artist exhibiting locally
- Avid reader
- New to running (and loving it!)
- Learned Japanese cooking when waiting tables at a Japanese restaurant in college (I make a mean *Oyakodon*)

Recent Trainings

- Reframing Racism, *Center for Equity & Inclusion*
- National Arts Marketing Project Conference, *Americans for the Arts*
- Digital Summit Portland, *digital marketing conference*
- Various Management and Leadership Training, *Fred Pryor Seminars*

Marketing Communications Officer

12/2014 - 4/2018

Pittock Mansion, Portland, OR

- Developed marketing strategy resulting in a 37% increase in admissions
- Led mobile-responsive redesign of website
- Created social media strategy and content that increased reach and improved engagement (91% increase in Facebook page likes; new Instagram presence that increased exposure to a younger audience)
- Improved click through rate of e-newsletters by 200% and open rate by 10%
- Successfully applied for and managed a Google Ads Grant awarding up to \$120,000 in free Google Search advertising per year
- Led media relations and represented Pittock Mansion in live and taped television interviews, securing coverage on KGW, KPTV, KOIN, KATU, The Oregonian, Portland Monthly, Willamette Week, Portland Tribune, NW Examiner, The Columbian, Salem Statesman Journal

Communications Specialist

2/2014 - 12/2014

Grant-Funded Contract Position

Portland Community College Bond Program, Portland, OR

- Wrote 18 stories illustrating how the Bond's capital improvements benefited the community to build support for future bond measures
- Created communications that explained complex, multi-stage capitol improvement plans to the communities impacted
- Managed the Bond Program's website

Freelance Marketing & Design

9/2013 - 4/2018

Marketing Coordinator

8/2012 - 9/2013

Paradigm Trends, New York, NY

- Created email marketing campaigns, catalogs, ads, and trade show displays
- Designed products sold on Macys.com and used in major hotel properties
- (2012-2013) Managed website with hundreds of products and B2B social media accounts on Facebook, Twitter, and Pinterest

Marketing Communications Coordinator

4/2011 - 8/2012

Gowanus Print Lab, Brooklyn, NY

- Developed marketing strategy resulting in a 400% increase in sales
- Managed website with online class registration and Shopify storefront
- Led media relations and represented Gowanus Print Lab in interviews, including authoring an article for Fiber Arts Now