

# 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

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### Skills

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

### Experience

- Marketing Director** 10/2018 - 12/2020  
Chamber Music Northwest, Portland, OR
- Developed a multi-channel marketing strategy resulting in over \$500,000/year in sales (20% increase from the previous year)
  - Executed shift to digital media programming during the COVID-19 pandemic, generating 50,000 views for CMNW's Virtual Summer Festival (over 3x annual in-person festival attendance)
  - Led mobile-responsive redesign of website and payment gateway
  - Created multi-channel advertising plans, including securing and managing a Google Ads Grant awarding free Google Search advertising (over 27,000 impressions and 3,500 clicks generated from this campaign alone)
  - Independently designed and managed a contracted graphic designer to design publications from 100+ page festival programs to postcards
  - Wrote and designed e-newsletters with an average open rate of 30% and average click-through rate of 3.75%
  - Led media relations securing coverage in The Oregonian, Willamette Week, Portland Mercury, Portland Tribune, and Oregon ArtsWatch
  - Managed a marketing assistant and contract 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)
  - Led media relations securing coverage on KGW, KPTV, KOIN, and The Columbian
  - Crafted a public relations and crisis communications strategy in support of the Providence Academy redevelopment project that helped the project achieve tax-exempt status
  - Scripted, shot, and edited videos to assist in fundraising efforts
  - Implemented new brand standards
  - Managed an events manager and contract photographers, graphic designers, and web developers

## Education

### Bachelor of Fine Arts

State University of New York  
at New Paltz

## Certifications & Trainings

- **Google Analytics certification**,  
*Google*
- **SEO certification**, *SEMrush*
- **Web Accessibility certification**,  
*World Wide Web Consortium (W3C)*
- **Email Marketing certification**,  
*HubSpot*
- **Digital Summit Portland**, *digital marketing conference*
- **Reframing Racism**, *Center for Equity & Inclusion*
- **Various Management and Leadership Training**, *Fred Pryor Seminars*
- **National Arts Marketing Project Conference**, *Americans for the Arts*

## 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*)

### 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, and 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 capital 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