

Amanda Popovski

amandapopovski@gmail.com

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[LinkedIn](#)

Education

Canisius College / B.A. in Spanish Language & Literature

AUGUST 2016- MAY 2020, BUFFALO, NY

- Honors college graduate with 3.98 GPA and multiple student leadership positions
- Numerous scholarships and awards for academic achievement and community service
- Diverse course load including psychology, marketing, education, and language

Experience

AP Creative Services / Owner, Web Designer & Digital Marketer

SEPTEMBER 2020- PRESENT, BUFFALO + ONLINE

- Work with local and global clients to establish unique digital marketing presence
- Customize services to clients' diverse needs, including Wordpress web design, copywriting, social media, marketing strategy, and visual branding
- Local clients in health and wellness and nonprofit industries

Buffalo Chiropractic & Acupuncture / Marketing Director

SEPTEMBER 2020- PRESENT, BUFFALO, NY

- Ideate marketing strategies and oversee bilingual small business marketing efforts across 4 locations
- Create and execute media plans for paid video content, curate and implement content calendars, direct Marketing Coordinator efforts
- Founded social media and digital marketing workflows and created Marketing Coordinator position to optimize budget and grow department

The W Spa / Marketing Coordinator & Advisor

MAY 2019- AUGUST 2021, CLARENCE, NY

- Began as Marketing Coordinator in January 2020, creating a new website and branding for the spa, curating monthly content calendars and collecting, posting, and analyzing social media content
- Developed content workflow and Implemented intern training program in January 2020, overseeing 2 interns until leave
- Served as Marketing Advisor to consult as a touchpoint for new trainees

Skills

- Exceptional copywriting skills to engage and delight
- Excellent graphic design and visual branding skills
- Enthusiasm for marketing and women-centered businesses
- Experienced in and passionate about coaching and mindset work