

# AMANDA PINEDA

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## EDUCATION

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### EMERSON COLLEGE

Bachelor of Science

Major in Marketing Communication; Minors in Digital Media & Culture and Psychology

Cumulative GPA: 3.93

Dean's List 2017 - 2021; Gold Key Honor Society Member

Boston, MA

Sep 2017 – May 2021

## WORK EXPERIENCE

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### AI SaaS STARTUP

Growth Associate

Miami, FL

June 2025 – Dec 2025

- Led outbound outreach to U.S.-based businesses, introducing AI solutions and supporting early-stage revenue growth
- Conducted market research to identify high-potential regions and target industries, providing actionable insights to leadership
- Gathered and analyzed frontline customer feedback and provided consumer insights to refine messaging, value proposition, and product positioning
- Contributed strategic recommendations for lead generation and audience segmentation initiatives to optimize growth strategy
- Tracked outreach performance and pipeline development metrics, contributing to data-driven decision-making

### ISTITUTO MARANGONI MIAMI

Assistant Marketing Coordinator

Miami, FL

Nov 2022 – Nov 2024

- Assisted in the development and execution of marketing campaigns, including digital, print, and event-based initiatives
- Prepared marketing materials such as brochures, flyers, and newsletters, ensuring alignment with brand guidelines and objectives
- Created and managed email marketing campaigns, including drafting and editing compelling copy
- Conducted market research and analysis to identify trends, target audiences, and competitive positioning
- Supported the planning and execution of promotional events such as Open Houses and webinars

### MEDIA GLOBAL GROUP

Sales Account Executive

Miami, FL

Nov 2021 – Oct 2022

- Drafted client proposals for different advertising methods (OOH, Digital, Radio, TV)
- Prospected new clients to create new business opportunities and collaborated with Sales Director to nurture client relationships
- Tracked and edited weekly and monthly reports for U.S. Department of State client
- Sold in-flight advertising for LATAM Airlines in the U.S./Florida region
- Developed and implemented Guatemala's Tourism campaign in the U.S.

### EL GYM DEL COACH LLC

Social Media Manager

Miami, FL

July 2019 – Nov 2021

- Curated and drafted content for Instagram posts, monthly newsletters and landing pages
- Performed and reviewed analytics to track reach, impressions, and performance
- Constructed strategies to obtain new followers and subscribers
- Engaged in benchmarking to improve social media presence

## SKILLS

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**Languages:** English and Spanish native speaker

**Software & Tools:** Proficient in Microsoft Office Suite (Word, Excel, PowerPoint) and social media platforms. Proficient in CRM systems, Mailchimp, and Instagram Analytics

**Design & Media:** Basic knowledge of Adobe Photoshop for image editing and graphic design

**Interpersonal:** Organization, Time Management, Communication, Teamwork, Critical Thinking

*References available upon request*