



Amanda McCormick

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Content Strategy & Marketing:

Development of strategy, planning and analytical materials, as well as web copy, app copy, blog posts, social media strategy, ad strategy, “voice” guidelines, sales sheets, case studies, email newsletters.

Clients: **BRIC TV, Onassis Foundation, Inc Magazine, Bitly, SocialFlow, Film Society of Lincoln Center, Sideways, VisitBritain.**

Web Development:

Consulting on web projects involving: design, development, mobile development, content management systems, migration, SSL certificates, integration of e-commerce, integration of third-party systems like Tessitura, Hubspot, Shopify, Zenplanner and others.

Recent projects: 99tigers.com, thewitness-film.com, capacityinteractive.com, thisiscriminal.com, msfactortoolkit.com, culturalxlab.org

Data and Design:

Infographic training, guidelines, conceptualization and presentation design.

Clients: **Yahoo!, Southern Living Magazine, Horizon Media, Mediabistro, SocialFlow.**

Training & Speaking:

Yahoo! - Infographics • **Horizon Media** – Visualizing Data • **Southern Living** – Presentation Design & Writing • **VH1** – SEO and social media best practices • **Money Magazine** – Writing for the web • **Comedy Central** – Optimizing video titles for the web & social media best practices

Project Management:

Web re-development • Staff training on digital communications • Implementation of internal communications via software platforms

Clients: **BRIC TV, Capacity Interactive** and **New York City Ballet**

Education: MFA (Writing), Columbia University , May 2007 • BFA (Film and Television), New York University, May 1997