

Amanda Starr Short
164 Brookstone Drive
Trussville, AL 35173
850.516.7827
amandaSshort@gmail.com

EXPERIENCE

Marketing/PR & Volunteer Coordinator, Shelter House Ft. Walton Beach, FL

Managed Marketing, Public Relations, and Volunteers for a not-for-profit domestic violence shelter. Assisted in developing a coordinated community response for Shelter House, domestic violence and the BP Oil Spill. Created a Marketing Plan and Design Manual. Wrote, edited, designed and distributed quarterly agency newsletter and monthly e-blasts. Provided design and copy for flyers, handouts, invitations, and posters. Assisted the Director in coordinating agency publicity with radio, newspapers and television media. Updated and developed all social networking media for community outreach. Managed curriculum and facilitated a Women's Economic Empowerment course for women in the community.

Private Banker, GulfSouth Private Bank Pensacola, FL

Marketed a startup company and created a media relations program for GulfSouth Private Bank. Design flyers and marketing material for the bank. Created and maintained databases for customers and prospects. Event planning for grand opening and seminars (preparation, attendance lists, and invitations). Managed cash for private clients, office and secretarial duties, assisted with press releases and articles, opened and managed financial accounts, handled direct contact with clients while providing a professional customer service experience.

Public Relations Manager, Adergy Gulf Breeze, FL

Maintained several accounts by copywriting, meeting deadlines, scheduling, and audio recording and editing. Prepared and proofread show materials and contracts. Troubleshooting with clients, cold calling and all media preparations. Prepared for the launch of a new brand of the company including marketing plan and potential new clients.

Account Executive, bpm, Pensacola, FL

Co-managed eight key accounts. Duties included the following: copywriting, creating press kits, scheduling appointments/meetings, writing speeches, contacting overseas vendors, providing talking points for clients, event planning, maintaining media contacts, and handling direct contact with clients. Also served as a research assistant.

Personal Assistant, Martha Odom Gulf Breeze, FL

Duties included maintaining and updating online calendars, scheduling appointments, answering phones, and all other duties deemed pertinent to the household and the children.

Student Recruiter, University of West Florida, Pensacola, FL

Worked with potential students via telephone and email. Answered questions regarding the University of West Florida by maintaining a university email account and blog site. Visited High Schools all over the southeast promoting UWF.

Resident Assistant, UWF Housing & Residence Life Pensacola, FL

The RA position included building a positive community on my floor and within the hall, assisting residents with both personal and academic concerns, knowledge of and upholding University policy, and serving a resource and/or liaison for the University.

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EDUCATION

University of West Florida 2009 - Pensacola, FL

B.A. in Communications with a focus in Public Relations/Marketing; Certificate in Sales

Gulf Breeze High School 2005 - Gulf Breeze, FL

SKILLS/COMMUNITY INVOLVEMENT

Customer Service Training

Can use both Mac and PC interchangeably

Member - Florida Public Relations Association

Member - UWF Leadership Class 2008

Member - Gamma Beta Phi - Honor Society

PACE Center for Girls - "Friends of Pace"

Audio Editing

2009 FPRA Judges Award (local & state)

Adobe Photoshop, Illustrator and InDesign

Fred Astaire Ballroom Dancer

Event Planner

PROFESSIONAL REFERENCES

Eileen Perrigo, University of West Florida - 850.476.4375

Sara Baumgartner Daniel, Episcopal Day School - 850.207.1579

Tonya R. Estes, Merrill Lynch - 850.501.8281

Greg Rains, CenterState Bank - 205.968.2902

Patricia Butler, Boys & Girls Club of America - 850.529.3954