

amanda mcgowan

Education

Master in Science of Business

Creative Brand Management, VCU Brandcenter
August 2014 - May 2016 / Richmond, VA

GPA: 3.17

Bachelor of Arts

Sociology, Franklin & Marshall College
August 2011 - June 2014 / Lancaster, PA

GPA: 3.56, Dean's List: 2011-14, Honors Roll: Fall 2012, Division III Varsity Soccer: 2011-14, Inducted into Alpha Kappa Delta National Sociology Honor Society in 2014, Graduated Cum Laude

High Point University

August 2010 - June 2011 / High Point, NC

GPA: 3.959, Dean's List: 2010-11, Division I Varsity Soccer: 2010-11, Student Athlete Award for 4.0, Full Athletic Scholarship

Conestoga Valley High School

August 2006 - June 2010 / Lancaster, PA

GPA: 3.81, High Honor Roll: 2006-2010, Varsity Soccer: 2006-2010, Presidential Academic Award 2005-2006, Army Reserve Scholar Athlete Award

Work Experience

Freelance Work, Ainsworth Pet Nutrition

August 2015 - April 2016 / Meadville, PA

Determined if it was the appropriate time for Rachael Ray Nutrish pet food to target Millennials, and, if so, how to a) target them and b) incorporate the new marketing plan into the current one || My suggestions have led Nutrish to recently decide to heavily target older Millennials by stepping up digital investment

Intern Account Manager, Moxie Ad Agency

June 2015 - August 2015 / Pittsburgh, PA

Brand involvement: Rachael Ray Nutrish, Piada Italian Street Food, The Children's Institute, Dixie Cups, New Business

Rachael Ray Nutrish: New Product Buyer Kits, Ecosystems, In-Depth Competitive Analysis || Piada Italian Street Food: In-Depth Competitive Analysis || TCI: Project Management of Phase 3 Executions, Competitive Analysis || Dixie Cups: Competitive Analysis || New Business: Contact Compilation

Intern Brand Manager, Ainsworth Pet Nutrition

June 2014 - July 2014 / Meadville, PA

Brand involvement: Back to Basics, Rachael Ray Nutrish

Creative briefs: e-blasts, newsletters, direct mailers || Worked with Nielsen: pulled data, & created graphs, tables, etc. || Created new PowerPoint Template for company-wide use

Assistant Buyer, Lancaster General Hospital

May 2012 - August 2012 / Lancaster, PA

Digitized contracts to help move the hospital into the digital age || Provided a variety of assistance in purchasing medical equipment

Volunteer Laboratory Clerical Assistant,

Lancaster General Hospital

2009 - 2010 / Lancaster, PA

Quality Data Entry || Slide & Paperwork Filing || Other Related Activities

Skill Sets

Client Relations, Languages: Italian & Spanish, Nielsen Nitro, Nielsen Clear Decisions, Creative Briefs, Competitive Analyses, Social Media, Mac/PC Platforms & Software, Basic Accounting Applications, Research, Adobe Creative Cloud Applications

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