

AMY RICE

Director of Marketing

407.687.0911 | arice518@gmail.com

PROFESSIONAL PROFILE

Experienced Director of Marketing for a Fintech software company. Skilled at initiating and completing complex projects which include coordinating with multiple departments and outside third-party vendors and partners. Expertise in strategizing and planning marketing campaigns to further business growth and development. Strong ability to adapt to any situation skillfully and with a positive demeanor. Nearly 13 years of marketing and design experience.

EDUCATION

Savannah College of Art and Design

2015 - 2017

GPA: 3.77

Bachelor of Arts, Visual Communications

• President's List and Dean's List

Seminole State College of Florida

2011 - 2015

GPA: 3.9

Associate of Arts, Digital Media

PROFESSIONAL EXPERIENCE

Marketing Director

NXTsoft, LLC | Nov. 2019 - Present

- Host of OmniTalk FI - a twice monthly podcast focusing on Fintech and how it affects banks and credit unions.
- Coordinated, organized, marketed and moderated Zoom based webinars with hundreds of attendees.
- Designing and creating collateral, videos, blog posts, emails campaigns and more to communicate NXTsoft's unique offerings.
- Laid out, designed and created print-ready files for a 44-page magazine that focused on the Fintech industry and was mailed to over 10,000 clients, prospects, and banking executives.
- Helped in coordinating virtual user conference with over 30 speakers and 300+ attendees.

Marketing and Sales Operations Associate

CCMC, Inc. | July 2017 - Nov. 2019

- Rebranded company marketing and strategy.
- Coordinated the distribution of email, social media and webinar campaigns to further benefit the brand.

Marketing and Advertising Coordinator

Sanford-Orlando Kennel Club | Dec. 2012 - July 2017

- Controlled marketing and advertising initiatives to targeted audiences and patrons.

Graphic Designer, Level II

Liberty Building Forensic Group | Aug. 2007 - Jan. 2012

- Created marketing content for non-profit entities.
- Supported project managers with the creation of content used in expert witness testimony.

SOFTWARE SKILLS

Salesforce

Adobe CC Suite

HubSpot

WordPress

PandaDoc

Microsoft Office Suite

Google Analytics

PROFESSIONAL STRENGTHS

Brand Strategy and Building

Product Positioning

Client Understanding

Social Media

Verbal and Written Communication

Attention to Detail

Multitasking

Versatility

Time Management

Brand Recognition

Project Execution

HOBBIES



Listening to music,
books, and podcasts



Traveling to
new places



Attending
concerts