



# Amelia Tritico

## Marketing & Communications Professional

I'm on a mission to blend the art of marketing with the science of research to create compelling, strategic narratives that captivate audiences. I'm a lifelong learner dedicated to the craft of marketing, communications and creativity while staying informed about industry trends, and I'm looking for my next role to help me continue on my knowledge journey.

I'm willing to travel and/or relocate if necessary.

## Contact

### Phone

+1 (931) 273-1050

### Email

ameliatritico@gmail.com

### Website

[www.ameliatritico.com](http://www.ameliatritico.com)

### LinkedIn

<https://www.linkedin.com/in/ameliatritico/>

## Education

2009

### Bachelor of Arts: Spanish, Communications, History

Study Abroad: Universidad Nacional, Costa Rica

Tennessee Technological University

2014

### Masters of Mass Communication

Louisiana State University

## Skills

- Account/Budget Management
- Team Management & Leadership
- Design Thinking/Market Research
- Copywriting/Content Writing
- SEO Optimization
- Emotional Intelligence & Empathy
- Reputation Management
- Website Editing
- Email Marketing
- Graphic Design: Adobe InDesign, Photoshop, Illustrator

## Languages

English - Native Fluency

Spanish - Intermediate

## Experience

### Freelance/Contract Marketing Consultant | Remote 2023 - Present

- Dedicated marketing and communications partner to several clients in different industries including legal, telecommunications and marketing agencies
- Identifying organic SEO and content-enhancing opportunities on clients' websites and their Google Business Profiles
- Increased one client's Google Business Profile interactions by **7.5%** and calls made from the business profile by **62.5%** in 6 months
- Increased another client's website views by **41%** in 2 months using SEO keyword analysis from SEMRush

### Atlantic Street Capital Advisors | Remote 2022 - 2023

#### Sr. Marketing Insights Manager

- Leveraged external market research and industry sources to identify trends and opportunities for ASC portfolio company businesses
- Conducted primary research using a variety of methodologies and managed external agencies to complete in-depth focus groups and surveys
- Documented, analyzed and summarized qualitative insights and quantitative data identifying essential findings for the businesses
- Built relationships, understood priorities and delivered data-driven recommendations that reflected an understanding of each company's needs while monitoring results and budget
- Managed multiple tasks and companies simultaneously adhering to consistent methodology and kept measurement tools, dashboards and infrastructure up-to-date
- Converted complex insights into easy-to-understand recommendations that informed marketing communications priorities and tactics
- Increased Google Reviews for one portfolio business by **334%** over eight months after researching best practices and creating a strategy to request new reviews
- Kept current on market research and the latest marketing innovations, including AI tools and technologies

### Shaw Industries | Dalton, Georgia/Remote 2014 - 2022

#### Sr. Content Manager - Editorial

#### Marketing Manager - Consumer Strategy

#### Brand Innovation & Design Manager

#### Sr. Digital Specialist - Account Management

#### Digital Support Coordinator - Account Management

- Managed and guided the work of a team of five copywriters supporting all residential Shaw brands, channels and audiences to ensure execution of content and copy needs and communicated with stakeholders, sharing project timelines and adapting to shifting needs
- Measured internal communications programs and results, including trade publication advertising, sales newsletters and web and social media analytics
- Worked with external agencies to manage content, strategy, execution and development of AndersonTufTex.com and Anderson TufTex social media channels
- Used design thinking and market research methodologies to rebrand two existing brands into one \$300 million premium brand: Anderson TufTex
- Account manager for over 300 retailers within Shaw's B2B network for an online ratings and reviews platform powered by Bazaarvoice