

AMARIS ANDERSON

Creative Design Curator | Social Media & Brand Strategist

Entrepreneurial creative and brand strategist, talented in connecting with others through empathy, art, and experience; 5+ years in account management, product management, social media, marketing, creative directing, and events.

PROFESSIONAL EXPERIENCE

Design Curator | Social Media Strategist November 2021 – Present

Do Good Co., Kansas City, MO
501(c)3 Nonprofit

- Generate concepts, designs, layouts, video, and illustrations for a variety of communications materials for digital platforms
- Drive qualified leads and build brand awareness via paid social campaigns
- Implement integral systems and processes as tools to optimize long-term success, decreasing inefficient content planning time by 10+ hours per week
- Successfully execute innovative social media marketing approaches, contributing to an increased organic instagram following from 6k to 9k in just 4 months

Creative Consultant | Founder

August 2021 – Present

Amaris Creative Studios, Kansas City, MO
Creative Consulting & Marketing

- Offer artistic directing, social media, and marketing support for clients in the creative and philanthropic sectors
- Implement innovative and strategic approaches to brand development, consistently increasing consumer traffic and client revenue
- Initiate and direct photo and video shoots quarterly, effectively increasing the amount of social media and online material
- Manage and regularly review data analytics to maintain content output and a monthly engagement increase of at least 15%

Account Manager

July 2017 – November 2019

Wellington, Kansas City, MO
Corporate Events & Onsite Experiences

- Applied creativity, strategy, and brand intelligence to curate on-site events for Fortune 500 companies; with an impactful approach that consistently enhanced client experience
- Directed internal teams and clients, ranging from 10 to 100 members at a time, in office and during on-site events
- Developed, managed, and maintained client brand standards and integrated them into a successful gifting strategy
- Sourced product and managed vendors as needed; controlled contract negotiations, quality, on-time delivery, and brand compliance

CONTACT

- Kansas City, MO
(Open to Remote/Relocation)
- 913-205-8701
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- linkedin.com/in/amaris-noelle-anderson

SKILLS

Platforms & Programs

- Instagram
- Facebook
- Twitter
- Tiktok
- Pinterest
- Google/ Google Analytics
- Google Suite
- Microsoft
- Hootsuite
- Lightroom
- VSCO

Techniques

- Account/Project Management
- Event Coordination & Management
- Graphic/Content Design
- Photography
- Social Media Management
- Digital/B2B Marketing
- Brand Development
- Creative Directing
- Community Outreach
- Editorial Campaigns

EDUCATION

University of Missouri-Kansas City

French Language & Literature
Kansas City, Missouri, August 2010

Metropolitan Community College

Mass Communications
Kansas City, Missouri, January 2015

ADDITIONAL

Volunteer

- Onsite Activation Specialist - Reverb
- Gifting Strategist - Support + Feed
- KC Scholars Reviewer - The Kauffman Foundation

Entertainment & Media Industry

- Commercial/Film Actor
- Singer/Musician
- Content Creator