

# Amanda Barkley Burgett

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## EDUCATION

### Auburn University | Auburn, Alabama

Bachelor of Science in Poultry Science-Production Minor in AgriBusiness

- Graduated December 2021
- Major GPA 3.19

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## WORK EXPERIENCE

### Closing Coordinator

**May 2023 to Current**

#### Holland Homes LLC | Auburn, Alabama

- Responsible for coordinating all aspects of the transaction, from contract to closing
- Manage the flow of information and documentation between all parties, ensuring that any necessary tasks are completed on time, and keeping the transaction on track.

### Communications & Marketing Director

**March 2022 to Present**

#### Lily Jane Boutique | Auburn, Alabama

- Create engaging graphics and videos for social media platforms
- Increase sales using various sales channels, including Google, Facebook, Pinterest, Instagram
- Create bi-weekly emails to customers
- Write engaging product descriptions to boost sales and customer conversion

### Assistant Director

**November 2021 to March 2022**

#### Sweet Grown Alabama | Montgomery, Alabama

- Responsible for producing press releases and copywriting for the non-profit organization
- Increasing membership and fundraising with stakeholders
- Create monthly e-newsletters and social media directed to members, stakeholders and consumers

### Podcast Producer

**August 2020 to March 2023**

#### Talk with Tori Podcast | Auburn, Alabama

- Achieved 10,000+ downloads in the first broadcasting year
- Utilize targeted social media advertising to boost audience and reach listeners in 26 countries
- Edit 1-hour audio files into an entertaining podcast format weekly

### Student Worker

**March 2021 to December 2021**

#### AU Poultry Science Department Recruitment Office | Auburn, Alabama

- Coordinated Poultry Science Department special events such as promotional events for potential and current students
- Motivated and educated 4-18-year-old students about Auburn University and Poultry Science
- Launched campaigns to promote the department through social media and advertising to share department success with stakeholders, alumni, and potential students

### Assistant Store Manager

**August 2016 to March 2021**

#### Wrapsody Gifts, LLC | Auburn, Alabama

- Reviewed and resolved differences between accounting information and cash drawer
- Mentored new team members on POS system operations, customer service, and sales goals
- Promoted customer loyalty and consistent sales by delivering friendly service
- Managed the e-commerce website to increase sales by 141%

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## KEY SKILLS

**Marketing:** Google Analytics, Instagram Marketing, Facebook Marketing, SEO for Social Media.

**Certifications:** Working with IACUC August 2018, Post Approval Monitoring (PAM) August 2018, IRB # 2

Social and Behavioral Emphasis - Committee Member May 2021, Protecting Children: Identifying and Reporting Sexual Misconduct June 2021, CPR & AED June 2021