

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

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%

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