

**Amanda Popovski**  
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**EDUCATION:**

**Canisius College**, Buffalo, New York

**Bachelor of Arts in Spanish Language, Literature and Culture**

**All-College Honors Program** May 2020

- Minor in Creative Writing, additional classes in journalism, psychology, and education
- Inducted into Sigma Delta Pi and Sigma Tau Delta, Spanish and English honors societies
- GPA: 3.92

**QUALIFICATIONS:**

- Exceptional written and verbal communication skills
- Strong leadership skills through managing and coaching new hires
- Excellent attention to detail, organization and time management skills

**WORK EXPERIENCE:**

**East Aurora Advertiser**, East Aurora, New York

**NYPA Intern and Freelance Reporter**, November 2016-July 2018

- Wrote 2-3 articles weekly and captioned all photos in print publications
- Copyedited press releases and articles adhering to APA formatting guidelines
- Assisted editor with generating article ideas and copyediting articles
- Managed company's Twitter and Facebook accounts using HootSuite scheduling app

**Amanda Popovski**, Elma, New York

**Web Designer and Copywriter**, January 2019-Present

- Develop and design customized website packages for small businesses and online entrepreneurs using Wordpress, Elementor, various plugins and some HTML coding
- Create custom branding kits, graphics and logos, and marketing materials with Canva
- Adopt client's voice and style while editing and/or writing copy for website
- Utilize resourcefulness and creativity while juggling client's budget with client's needs

**The W Spa**, Clarence, New York

**Marketing Coordinator**, December 2019-Present

- Write all copy for email newsletters, blog posts, Instagram and Facebook captions, and website pages using brand style and voice
- Coordinate, post, and run company Instagram and Facebook accounts, taking care to directly message each new Instagram follower and work with owner to respond to any and all comments and/or direct messages
- Established new positions within marketing department of Instagram Coordinator and Social Media Marketing Intern; trained, coordinated, and coached new hires

**Receptionist**, May 2019-December 2019

- Provided exceptional customer service through attention to detail and empathy
- Trained new employees through in-depth knowledge of company and customer service