

AMY ROPER

CONTACT

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PORTFOLIO

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ABOUT

INNOVATIVE
PROFESSIONAL.
PROVEN RECORD.
ROBUST SKILL SET.

Experienced education marketing and communications leader, fundraiser and small business owner. Skilled in digital marketing, communications strategy, brand development, marketing collateral, event planning, community building, research, logistics and volunteer management. Passionate about connecting people and creating opportunities.

EDUCATION

BA Political Science
University of South Carolina
Concentrations -
Public Administration
American Politics

Journalism Minor

Master of Business Administration
The Citadel

Beginning Fall 2021

ACHIEVEMENTS

3x

Named Staff Member of the Month on three occasions, April 2016, February 2017 and March 2019.

SKILLS

Communications	Public Information	Marketing Strategy	Social Media	
Graphic Design	Community Engagement	Public Relations	Branding	
Writing	Editing	Fundraising	InDesign	Event Planning
Public Administration and Policy		Photography	Volunteer Management	
AP Style	WordPress	Analytics	Adobe Creative Suite	Logistics

INDUSTRIES

- Education • Non-profit • Communications • Marketing
- Public Information • Small Business • Local • Hospitality

EXPERIENCE

Director of Public Information and Marketing

Denmark, Technical College

Denmark, SC

August 2020 - Present

- Design and lead annual enrollment marketing campaign, focusing on digital, print, radio, marketing collateral and grassroots efforts, increasing enrollment by 4% in the face of COVID-19, when technical college enrollment nationwide is down nearly 11%
- Oversee all aspects of public information including responding to media inquiries, writing and disseminating press releases and executing social media strategy across various platforms, resulting in 260% growth in media appearances, 71% increase in social media followers and 336% surge in social media engagement in less than a year's time
- Leading rebranding efforts including the development of a new college logo, color palette, motto, tag line, style guide and website, creating a fresh, modern brand that appeals to target demographics
- Monitor reach and impact of public relations and marketing efforts through collection of analytics data, adjusting strategy to achieve desired outcomes
- Facilitate media interviews, prepare talking points and write speeches to ensure key messages reach the target audience
- Developed crisis communications plan and messaging to keep students, faculty, staff and stakeholders informed and safe throughout the COVID-19 crisis
- Serve on the leadership team, providing insight, ideas and action on a variety of initiatives including HBCUC2, Forging Onward, the innovation team, strategic planning, homecoming, fundraising and Operation Safety
- Restructured and streamlined internal communications strategy, resulting in accessible, relevant information reaching internal audiences
- Keep president and vice presidents briefed on pertinent issues, legislative action and news matters to ensure college officials have the most accurate and up to date information needed to make decisions to lead the institution

ACHIEVEMENTS

+675%

Took stagnant accounts and developed a robust and lively social media presence with an overall 675% growth in engagement over a four year period at East Point Academy and a 330% increase in engagement at Denmark Tech in less than a year.

100%

Established and built from scratch PURE, a small, local all-natural soap and skincare company, from start up, achieving placement in local stores, national co-ops, local and regional markets and online presence. Direct all branding, marketing and organizational operations to maximize productivity and profitability.

+253

Lodged successful PR and marketing campaign to increase student enrollment from 498 to 745, a 50% increase over a three-year period.

4%

Led enrollment marketing campaign, increasing attendance by 4% in the face of COVID-19, when technical college enrollment nationwide is down nearly 11%.

EXPERIENCE

Public Relations and Marketing Manager

Sodexo - Richland County School District Two Nutrition
Columbia, SC

December 2019 - August 2020

- Directed internal and external school nutrition communication strategy for 33 schools, creating unique and engaging content for media releases, social media platforms, video production and weekly newsletter distribution
- Designed and delivered calendar of special events, creating student engagement, brand awareness and client satisfaction
- Drove positive public image through development and execution of outreach measures; guided public perception during COVID-19 crisis
- Coordinate and implement all unit marketing initiatives by creating strategic business and marketing plan
- Developed and executed plans to increase customer insight/satisfaction through surveys, focus groups, engagement promotions and relevant technology
- Forged collaborative relationships to create transformative customer experiences, establishing program awareness
- Awarded second place for the national Hit Me With Your Best Shot photography contest

Public Information and Development Officer

East Point Academy
West Columbia, SC

September 2014 - December 2019

- Developed, led and implemented yearly integrated marketing plan, resulting in significant, continual enrollment growth, including digital, television and print advertisement, marketing collateral production, multi-platform social media campaigns and special events
- Directed internal and external school communication strategy comprised of website redesign/maintenance and content curation, media releases, social media platform management, video production, parent/teacher communication portal oversight and weekly newsletter distribution, assuring stakeholders are engaged and informed
- Designed and managed over 20 unique annual events geared at community building, parent education, fundraising, information dissemination, enrollment marketing and student enrichment
- Oversaw branding efforts including development of style guide, motto, logo and tagline, strengthening identity and streamlining message for a consistent, mature brand
- Offered head of school and administration counsel and maintained close relationships in community guaranteeing that the school stays abreast of trends and that it tells its own story
- Planned and executed year long annual fundraising campaign including annual fund drive, grant writing, SC Moon Fest, Chinese New Year Gala and Lucky Panda Raffle averaging \$70,000 per fiscal year
- Managed school volunteer program, ensuring all individuals are properly vetted before working in the school, are utilized according to their skills and talents and feel appreciated for their contributions
- Composed, edited and disseminated communications from school administration and department heads

VOLUNTEER ROLES

Communications and Social Media, City Church, 2019-Present

Committee Member, SC Children's Trust Gala, 2016

Event Planner, City of Cayce Events Committee, 2015-2016

Volunteer, East Point Academy, 2011-2015 - PTO President, SIC Secretary, Volunteer of the Year, classroom and event volunteer