AMANDA PERRUCCI

COMMUNICATIONS PROFESSIONAL

New York, New York
Perrucci.amanda@gmail.com
Amandaperrucci.com

Editorial-minded communications professional transforming the way organizations reach their audience.
Enthusiastic, adaptable, and ready to explore new territory and tackle all challenges.

IE School of Human Sciences and Technology
Master in Corporate and Marketing Communications
Madrid, Spain
2017-2018

University of Alabama
Bachelor of Arts, Communication
Tuscaloosa, Alabama
2012-2016

Universitat de Barcelona
Spanish language specialization
Barcelona, Spain
2014

IE CONSULTING PROJECT

Motorola Mobility Spain • Madrid, Spain • May – July 2018

- Executed nationwide research reaching over 400 young Spaniards across 31 cities in three weeks
- Developed 12-month integrated communications campaign to increase awareness and engagement within the 18 to 24-year-old Spanish smartphone consumer market
- Awarded Weber Shandwick award for 'Best Final Project'

ACCOUNT EXECUTIVE

Aspectus PR • New York, NY • July 2016 – Aug 2017

- Handled press lists, client coverage and activity reports for financial services, cybersecurity and non-profit clients
- Developed thought leadership content for trade and top-tier publications like CNBC and ThinkAdvisor
- Secured media opportunities and content placement in publications like Bloomberg, The Chronicle of Philanthropy and Barron's
- Crafted social media posts (LinkedIn and Twitter) for technology and nonprofit clients
    - Within 6 months, increased nonprofit client's Twitter presence by 62%
    - The Case Foundation recognized said client as top impact investing account to follow
- Researched new business targets and contributed to new business proposals
- Led office-wide pro-bono project for Badass Brooklyn Animal Rescue

COMMUNICATIONS INTERN

UA Adapted Athletics Department • Tuscaloosa, Ala • Nov 2015 – May 2016

- Pitched newsworthy materials to local media to increase awareness of UA's wheelchair basketball program
- Increased awareness through 18+ articles published in five different media outlets in a three-month period

MEDIA RELATIONS STRATEGIST

Capstone Agency • Tuscaloosa, Ala • Aug 2015 - May 2016

- Managed and edited communications plans, press materials and media lists for client, Higher Education Partnership (HEP), to expand outreach and increase awareness
- Researched and wrote three blogs on PR trends and news for the website

truTV PUBLICITY INTERN

Turner Broadcasting System • New York, NY • July - Aug 2015

NewBeauty EDITORIAL INTERN

SANDOW • New York, NY • May 2015

Hootsuite, Tweetdeck, Cision, Gorkana, Tableau
Spanish language proficiency

Positive	Energetic	Inquisitive	Collaborative
Diligent	Proactive	Reliable	Leader