

IVEY AMBURGEY

Communications Strategist



CONTACT

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EDUCATION

MASTER OF ARTS IN COMMUNICATIONS

Queens University of Charlotte

May 2018

BACHELOR OF ARTS IN PUBLIC RELATIONS

Lee University

May 2013

EXPERIENCE

MARKETING MANAGER

NoDa Brewing Company | Charlotte, NC

Hired to establish and oversee all communications for a multi-million-dollar brewery.

- Developed comprehensive social media strategies and content, resulting in significant increased engagement and audience growth.
- Responsible for establishing and implementing internal communication protocols.
- Pitch and secure local, regional and national media and trade media placements, and write for trade pubs as an industry expert.
- Develop and execute influencer programs to create awareness and bolster sales from businesses and direct consumers.
- Responsible for launching and maintaining company's blog, resulting in a 20% website traffic

ACCOUNT EXECUTIVE

Butin Integrated Communications | Charlotte, NC

Responsible for strategy, implementation and reporting of social media, public relations and influencer campaigns for CPG, lifestyle and travel industries.

- Created specialized influencer and social reports with relevant KPIs for a variety of clients.
- Developed comprehensive influencer campaigns, managing them from contract and creative to relationship development and reporting.
- Pitched and secured media and social media placements for consumers and trade publications.
- Responsible for copywriting projects including website copy, press releases, blogs, and social channels.

ASSISTANT ACCOUNT EXECUTIVE

Butin Integrated Communications | Charlotte, NC

Hired to establish and oversee all communications for a multi-million-dollar brewery.

- Assisted pitching efforts by developing media lists and researching contacts.
- Responsible for creating successful media and influencer contacts.
- Actively monitored and responded to customers on a variety of social media platforms and social listening programs.

PUBLIC RELATIONS ASSISTANT

Life Care Centers of America | Cleveland, TN

Assisted 220+ Life Care Centers of America facilities by developing marketing materials, and writing press release/pitches for local media.

- Helped individual facilities with their quarterly public relations and marketing strategies and implementation.
- Assisted in planning facility grand openings, including developing facility branding and identity.
- Wrote research-based articles and features for various trade publications and magazines.
- Wrote frequent press releases, website stories and blog posts for both internal and internal comm
- Wrote weekly internal newsletters and communications for the corporate offices, reaching 9,000+ employees.