

AMY HANKINS

CONTACT

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EDUCATION

Indiana University, Bloomington
Bachelor of Arts in Telecommunications
Minor in English

EXPERTISE

Marketing Project Management
Writing & Editing
Event Planning
Sales Support
Graphic Design
Email Marketing

PROFILE

I am an accomplished and personable marketing project manager with a keen eye for detail, and a proven ability to work effectively with all levels of stakeholders to get tasks completed on time and on budget. I have cultivated a strong service orientation from my work in both agency and in-house settings, which I apply to all that I do.

EXPERIENCE

Marketing & Business Development Specialist **CBRE**

Indianapolis, Indiana
2019 to Present

Serve as CBRE Midwest Marketing's primary contact in the creative development of business development materials for the Indianapolis office. Drive strategy for projects, advising on format, content and design. Set project timelines ensuring on-time deliveries.

Promotional Products Account Executive

Carmel, Indiana
2016 to Present

Provide creative solutions for clients through branded items like apparel, giveaways and gifts. Curation and management of corporate apparel programs and web stores.

Independent Communications Professional

2014-2018

Freelance and contracted communications project manager for creative agencies, businesses and nonprofits.

Key projects included:

- **Nine months as a contractor for digital creative agency eLearningMind.** Served as project manager for clients Eli Lilly and Godiva, establishing and managing internal and external deadlines and expectations, ensuring successful execution of key plan deliverables in accordance with deadlines, budget and contract scope. Led meetings, provided status reports and day-to-day administrative tasks.
- **Eight-month contract as a marketing project manager for client CTB, Inc.** Successfully spearheaded a rebranding campaign which required the establishment of timelines and collaboration with internal and external stakeholders, ensuring adherence to deadlines and budget.
- **Strategic marketing communications for a nonprofit.** Two years of writing and coordination of a weekly email and monitoring of metrics, plus content management for social media.
- **Proofreader** for legal client for one year.
- **Graphic design, creative development, copy writing and media placement** for various clients.
- **Volunteer publicity chair** for a nonprofit organization's fundraiser for four years. Contributed to record-setting increase in attendance through the development and execution of communications plans utilizing traditional and digital media.