

# AMANDA VAN WEST

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## WORK EXPERIENCE

**LaneOne** - San Francisco, CA

07/2018 - 05/2020

*Senior Marketing Manager*

- End-to-end execution of all digital campaigns; increased ROAS by 47% across multi-million dollar spend
- Established LaneOne brand voice across all consumer-facing channels; generated over 95MM annual impressions
- Oversaw partner marketing with Amex, Ticketmaster, venues; contributed to 21% of annual revenue
- Developed and tested outbound email campaigns; boosted revenue by >\$1MM
- Worked cross-functionally with design team to develop creative assets for all marketing campaigns

**Sounds App** - San Francisco, CA

02/2017 - 05/2018

*Marketing Manager*

- Designed strategy and led all content creation, advertising campaigns, events, copywriting, influencer marketing, community management, and marketing analytics reporting
- Key results: 60MM impressions on app install ads; increased Facebook page likes by over 1,300% in less than 6 months (from 14k to 205k); sourced over 200 influencers to promote the app at no cost

**Content Marketing Consultant** - San Francisco, CA & Rio de Janeiro, BR

11/2015 - 02/2017

*Clients: LiveAds, ACID VR, The City and Horses*

- LiveAds: Executive Producer and Copywriter for a series of Facebook live streams for Visa at the 2016 Rio Olympics, which resulted in over 1.3MM views
- ACID VR: Launched a series of company blog posts on the intersection of music and virtual reality
- The City and Horses: Developed content marketing strategy for the release of the band's fourth album

**Applauze** - San Francisco, CA & London, UK

02/2011 - 11/2015

*Head of Content*

- Fully managed all content curation, copywriting, marketing, community engagement and events for Band of the Day app; Applauze app (Apple iPhone App of the Week; Google Play Apps of the Year); and On The Way To Woodstock app (Apple iPad App of the Week; Apple iPad Hall of Fame)
- Curated line-ups for our annual SXSW events (1000+ attendees); negotiated talent fees down by over \$10k, secured brand sponsors, and led organic marketing campaigns to generate 10k+ RSVPs
- Strategically sourced hundreds of qualified leads for the business development team

**Ustream** - Mountain View, CA

03/2009 - 09/2009

*Marketing Coordinator*

- Coordinated with high-profile celebrities to launch interactive live streams to millions of users
- Developed weekly community webchat for the technical volunteer team, and led company PR efforts

## EDUCATION

- Master of Arts (MA) in International Broadcast Journalism, Westminster University, London, UK 2010
- Bachelor of Arts (BA) in Media Studies, University of San Francisco, San Francisco, CA 2008