

Amy D. Eaton

Iowa State University, Ames, IA (8/00-12/02)

Journalism & Mass Communications, B.S. with Distinction (3.57 GPA)

Emphasis: Public Relations, designated area of concentration: Science Communications

EXPERIENCE

Women Lead Change (5/18-Present)

Director of Marketing and Strategic Development

- Manage statewide marketing for all programs including five conferences, Women Connect, EPIC Corporate Challenge and Ascent Leadership Program
- Develop and implement new revenue streams for ongoing organizational stability
- Executed plan for rebrand to Women Lead Change in Jan. 2019 with strategic plan to grow regionally and globally
- Initiated the 2019 Women of Achievement Awards along with plan for strategic growth and awareness for the Iowa Women of Achievement Bridge
- Launched Ascent Leadership Program in Jan. 2019. Ascent is a 12-month leadership development program for mid-level, high potential women leaders
- Grown members of EPIC Corporate Challenge to 94 across the state

Allegra Marketing, Print, Mail, Urbandale, IA (8/09-5/18)

Client Experience Director

- Developed and executed marketing campaigns/strategies to current and prospective clients that included cross-media marketing in all media outlets, direct mail, print, online and social media, call tracking and grass roots efforts.
- Strategized marketing programs/campaigns to grow small-medium sized businesses.
- Managed top 50 clients and sales/client experience team to retain & grow current clients and generate new business.
- Established and implemented marketing plan for Allegra to generate new business and create awareness.

Downtown Events Group, Des Moines, IA (7/06-8/09)

Marketing and Communications Manager

- Managed marketing, media/public relations efforts for five annual large-scale events in downtown Des Moines including the internationally-recognized Des Moines Arts Festival. Served as the primary contact for all media outlets.
- Developed, maintained and executed marketing campaign/budget established for each event.
- Managed graphic designers and outside vendors to produce promotional and advertising projects for all events. Analyzed bids/quotes for projects and approve all proofs before production.
- Wrote Web site content, news releases, annual reports and grant proposals.

Downtown Events Group, Des Moines, IA (3/05-7/06)**Program Manager**

- Supervised 800+ volunteers, maintained food vendor relations, and assisted in the overall production for the Des Moines Arts Festival.
- Responsible for overall management of the inaugural Wells Fargo World Food Festival, including all event planning, strategy, budgeting, marketing and determination of final components.
- Assisted with public/media relations, Web site management, special events, and sponsorship and grant proposals for all events.

Stanford University, Stanford, CA (7/03-6/04)**Athletic Media Relations Assistant**

- Wrote and distributed news releases, arranged media interviews and contacts, maintained Web site and organized home events as the primary contact for the women's basketball team for the 2004 Elite Eight season.
- Hosted and acted as media coordinator for 2003 men's and 2004 women's water polo NCAA Championships.
- Designed media guides, wrote press releases, arranged media interviews and contacts, and maintained Web site as the primary contact for women's soccer, tennis and water polo teams for 2003-04 seasons.

Iowa State University, Ames, IA (1/01-6/03)**Athletic Media Relations Assistant**

- Wrote news releases, designed media guide, arranged media interviews and contacts, and maintained Web site as the primary contact for the 2002 women's gymnastics team and 2003 wrestling team.
- Designed, edited and produced 2002 Iowa State football gameday programs.
- Edited and produced 2002 Crucial.com Humanitarian Bowl post-season media guide.
- Assisted in editing and research for football and basketball media guides.
- Acted as a resource for media at home football and basketball games.

ACTIVITIES**Urbandale Chamber of Commerce, Board of Directors (1/18-present)**

- Oversee Urbandale Chamber of Commerce staff and program of work
- Represent the Chamber at monthly networking and professional events

genYP, Urbandale Chamber of Commerce (1/12-1/18)

- Developed and launched Urbandale Chamber's young professionals group.
- Chair of Leadership Team (2016)

Community Volunteer (6/14-present)

- Weekly mentorship of two local students whose families are refugees from Burma

Variety-The Children's Charity (5/07-1/12)

- President of Young Variety Board (2009)
- Young Variety Board Member for five years.
- Part of Strategic Planning and Polo on the Green events committees.
- Honored with Variety's Rising Star Award.