

AMELIA HUSBANDS

CONTACT

- 📞 425.372.8395
- ✉️ ameliabusbands@gmail.com
- 🌐 www.ameliabusbands.com/
- 🌐 <https://www.linkedin.com/in/ameliabusbands/>
- 🌐 <https://ameliabusbandswriter.substack.com/>

EDUCATION

WILLAMETTE UNIVERSITY

Low-Residency MFA Creative Writing program

UNIVERSITY OF OREGON

BA, Public Relations and Journalism

LEADERSHIP

BOARD MEMBER

Romance Writers of America, Southern/Central Oregon Chapter (February 2024-present)

- Collaborated with a local author to establish a new chapter; currently developing marketing materials to enhance the organization's visibility.

SKILLS

- **Digital Marketing:** Expertise in AI (Data Storytelling, Marketing, Prompt Writing), Canva, Cision, Google Ads Manager, Google AdWords, Google Analytics, Mailchimp, Microsoft Office applications, SEO, Sprout Social, Squarespace, Substack, Wix, and WordPress.
- **Public Relations:** Experience in building and maintaining media relationships.
- **Copy Editing and Copywriting:** Strong writing skills, particularly in crafting persuasive marketing copy, book blurbs, press releases, and ad content. Proficient in AP style.

PROFESSIONAL EXPERIENCE

MARKETING & PUBLIC RELATIONS CONSULTANT

(April 2023-present)

- Developing goal-specific campaigns for local businesses, including digital and social media marketing, copywriting, content creation, brand strategy, and audience engagement.
- Aligning client voice and copy across marketing channels, ensuring consistent messaging for consumer brand initiatives.

COPY EDITOR

Central Oregon Writers Guild (April 2024 - June 2024)

- Worked with a team of editors to compile and edit the yearly anthology.
- Reviewed and edited copy for grammar, punctuation, spelling, and syntax errors.
- Ensured consistency of style and tone.

ACCOUNT EXECUTIVE

Campbell Consulting Group (October 2022 - April 2023)

- Worked with a variety of consumer-based clients.
- Increased awareness of companies through social media campaigns, email marketing, and content development which included media kits, blogs, and bylines.
- Developed SEO-focused copy for client websites.

ASSISTANT ACCOUNT EXECUTIVE

Quinn Thomas (November 2021 - April 2022)

- Strategy and development in public affairs campaigns.
- Wrote weekly newsletters, blogs, and press releases for 6 clients.
- Wrote and executed social media content on platforms including Instagram, Twitter, LinkedIn, and Facebook.
- Developed SEO-focused copy for client websites.
- Conducted media monitoring and reporting.

ACCOUNT COORDINATOR

The Hoffman Agency (June 2020 - April 2021)

- Wrote 75+ pitches and press releases to relevant media contacts.
- Produced social media messaging on platforms including Instagram, Twitter, LinkedIn, and Facebook.
- Wrote and placed over 20 contributed articles in client-focused publications.
- Developed storylines for potential byline opportunities.