

Amanda Edwards

MARKETING EXECUTIVE • PUBLIC RELATIONS • BRAND STRATEGY • COMMUNITY ENGAGEMENT

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Marketing and Communications Executive with 15+ years of experience leading brand strategy, public relations, donor engagement, community partnerships, retail marketing, and communications initiatives for mission-driven organizations. Proven record of driving revenue growth, increasing donor participation, strengthening brand visibility, and leading high-impact marketing campaigns across multi-site operations.

Core Competencies that Drive Results

- Brand Strategy & Marketing Communications
- Digital Marketing & Analytics
- Public Relations & Media Relations
- Donor & Community Engagement
- Corporate Partnerships & Sponsorships
- Retail Marketing & Customer Engagement
- Executive Communications & Storytelling
- Cross-Functional Leadership
- Strategic Planning & Growth Initiatives

Executive Leadership in Development, Communications & Growth

DIRECTOR OF BUSINESS DEVELOPMENT

ClearWater Solutions, Auburn, AL – Utility Management

11/21 – 05/26

Lead business development strategy for a multi-state water and wastewater operations firm serving municipal and utility clients across the Southeast.

- Led strategic positioning and external communications that support long-term partnerships, renewals, and market expansion.
- Direct development of executive presentations and public-facing communications for leadership meetings, community stakeholders, and decision-making bodies.
- Collaborate cross-functionally with operations, finance, and safety teams to align messaging with performance, compliance, and community impact.
- Manage pipeline strategy and relationship development efforts across multiple states; provide visibility into opportunity health, renewal risk, and growth priorities.
- Led a full brand refresh and standardization of customer communications (logo creation, digital forms, newsletters, website tools, and public reporting) for our Inlet Beach project.
- Partnered with board leadership for governance documentation, reporting, and stakeholder communications.
- Improved customer experience and internal processes through digital service tools and workflow modernization.

VICE PRESIDENT OF MARKETING & DEVELOPMENT

Alabama Goodwill, Birmingham, AL – Nonprofit

10/18 – 01/21

Executive leader over organization-wide communications, public relations, brand, community engagement, and development-facing initiatives supporting mission visibility and growth.

- Led enterprise-wide marketing, brand, public relations, and communications strategies that strengthened organizational visibility, donor engagement, and community awareness.
- Directed digital marketing, website management, social media strategy, Google Ads, and Google Analytics initiatives to expand audience reach, monitor campaign performance, and support data-driven marketing decisions.
- Developed donor, community, and corporate engagement strategies that repositioned the organization as a leading charitable partner for donations, retail support, and workforce development programs.
- Designed and managed major brand assets, including logos, signage, annual reports, executive communications, and organization-wide marketing materials, including [interactive annual reports](#).
- Planned and executed community events, fundraising initiatives, and public awareness campaigns that increased participation, stakeholder engagement, and financial support.
- Managed marketing, advertising, events, and communications budgets while partnering with executive leadership to align marketing and development strategies with organizational goals.
- Cultivated relationships with media outlets, community organizations, corporate partners, and civic leaders to expand organizational visibility and strengthen community engagement.

REGIONAL DIRECTOR OF OPERATIONS

Goodwill of North Georgia, Lawrenceville, GA – *Nonprofit*

05/16 – 02/17

Provided multi-site leadership with accountability for performance, team development, and customer experience.

- Oversaw operations for multiple retail locations with approximately \$12M in annual gross revenue.
- Recruited, coached, and developed leadership teams; implemented performance rhythms, training, and best practices across sites.
- Monitored KPI performance and executed improvement plans to strengthen operational consistency and results.
- Conducted operational audits and performance reviews to ensure compliance with organizational standards and operational excellence.
- Served on the organization's 4DX (Four Disciplines of Execution) committee, supporting employee engagement initiatives and strategic growth objectives across multiple business units.
- Collaborated with executive leadership to drive operational improvements, strengthen team performance, and support organizational growth goals.

MANAGER OF DONATED GOODS

Goodwill of the Southern Rivers, Columbus, GA – *Nonprofit*

11/11 – 05/16

Provided leadership for donated goods operations, donor engagement, community partnerships, and growth initiatives supporting a multi-state nonprofit organization.

- Directed donation campaigns and strategic partnerships with universities, corporations, civic organizations, and nonprofits, including Auburn University, AFLAC, TSYS, and the Girl Scouts, to expand donor participation and strengthen community awareness.
- Managed operations supporting 22 attended donation centers across 50 counties and multiple states, ensuring consistent operational performance and donor experience.
- Developed operational processes, procedures, and training initiatives for the collection, sorting, and preparation of donated goods, improving efficiency and quality standards.

MANAGER OF COMMUNICATIONS

Goodwill of the Southern Rivers, Columbus, GA – *Nonprofit*

09/04 – 11/11

Led marketing, communications, public relations, brand strategy, community engagement, legislative advocacy, and strategic growth initiatives that increased organizational visibility, donor participation, and revenue across a multi-location nonprofit organization.

- Developed and executed long-term marketing, communications, and donor engagement strategies that increased community participation and contributed to nearly 200% revenue growth.
- Researched market demographics and launched a Strategic Donated Goods Growth Plan that increased donations from 125,000 to 360,000 annually and revenue from \$12M to \$24M over six-years.
- Identified and evaluated expansion opportunities using site-selection analytics to support organizational growth.
- Collaborated with state lobbyists and the Georgia Goodwill Association to advocate for legislative improvements related to unattended donation bins and successfully supported the passage of Georgia House Bill 863.
- Led the rebranding and grand opening strategy for 11 retail stores, 22 donation centers, 8 career centers, and a fleet rebranding initiative, generating significant media coverage and community engagement.
- Planned and executed high-profile events, public awareness campaigns, and community outreach initiatives, including grand openings that attracted record attendance and strengthened organizational visibility.
- Provided leadership and direction to marketing, communications, and community engagement staff.
- Served as a spokesperson for the organization through media interviews, chamber events, civic organizations, conferences, and industry presentations promoting donor engagement and mission awareness.
- Conducted customer and donor research to identify trends, improve engagement strategies, and support data-driven decision-making across operations and communications functions.

Education and Professional Development

Columbus, GA Chamber; Leadership Columbus – 2008
Columbus State University; Bachelor of Arts – May 2016
Various Training; 4DX, Creative Conflict and RightPath

Associations

Lambda Pi Eta – Serving Member from 2013 to 2016
Twin Cedars Auxiliary – Co-President from 2010 to 2014
Chamber's Youth Leadership – Chair from 2012 to 2014

Technical Skills

- Microsoft 365 (Word, Excel, PowerPoint, Teams, SharePoint)
- Adobe Suite (InDesign, Illustrator, Photoshop, Acrobat Pro)
- Google Ads, Google Analytics, Marketing Analytics & KPIs
- Website Management, Content Strategy, Social Media Strategy & Email Marketing & Digital Communications
- CRM Systems, Brand Management & Proposal Development