

# AMANDA HONIGFORT

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## CAREER SUMMARY

Journalist, marketing and communications professional with significant experience managing projects and leveraging collaboration of cross-functional teams; film buff, skilled writer, content developer, and project manager.

- Strategic Planning
- Brand Management
- Strategic Communication
- Project & Production Management

## EDUCATION

### WASHINGTON UNIVERSITY IN ST. LOUIS, OLIN BUSINESS SCHOOL, St. Louis, MO, May 2023

Master of Business Administration

- Forte Fellow & Chancellor Scholar; Olin Marketing Association (First-Year Officer, Co-President '22-'23); Olin Women In Business (VP of Professional Development Events '22-'23); Venture Network; Entrepreneurship and Venture Capital Association (VP, '22-'23)
- Marketing Consulting Project: Get Mr. (a men's skincare company); Team Lead for MBA Consulting Project: SVP Worldwide

### WEBSTER UNIVERSITY, Saint Louis, MO, May 2018

Master of Arts in New Media Production

### SAINT LOUIS UNIVERSITY, Saint Louis, MO; Magna Cum Laude, May 2014

Honors Bachelor of Arts, Communications (Emphasis: Broadcast Journalism and Mass Media); Minors: Film Studies and Marketing

- **Awards:** National Academy of Television Arts & Sciences Mid-America Chapter, Walter Cronkite Scholarship; The John J. Pauly Award for Outstanding Student Achievement, Dan Kelly Scholarship for Broadcast Journalism; Student Leader Honorarium (SLU-TV President)

## EXPERIENCE

### EDWARD JONES, St. Louis, MO MBA Marketing Intern

2022-2022

- I will be interning at EdwardJones for Summer 2022

### HEC MEDIA, St. Louis, MO Special Projects and Programs Producer

2016-2021

- Emmy-Winning Producer (NATAS Mid-Am Region, 2021); Emmy-Nominated (NATAS Mid-Am, 2019); Gold NATOA Award (2018)
- **Production:** Produced and edited 20+ segments and 25+ live shows (virtual events and partner programming)
- **Management:** Served as HEC Magazine editor for monthly 10-page publication; Initiated intern program; recruited, hired, supervised, and mentored up to 3 interns/semester (totaling 20+ interns)
- **Business Development:** Identified grant opportunities and managed applications for \$48K in grant funding; increased donations by 200%
- **Marketing:** Event promotion and production; social media and promotional video assistance; brand management

### PURPLE MANGO PRODUCTIONS LLC, St. Louis, MO Founder and Owner

2018 - Present

- Published articles in St. Louis Magazine, DELTA Sky Magazine, HEC Media, and Zenger News among others
- Contract for copywriting, marketing, ghostwriting and editing projects for STLMade, AllianceSTL, and RISE Collaborative

### WILL - ILLINOIS PUBLIC MEDIA, Champaign-Urbana, IL Producer

2015 - 2016

- **Leadership:** Launched, developed branding for and produced *The 21st*, a statewide news/public affairs talk show
- **Marketing:** Managed web and social media strategy for *The 21st*; wrote web copy and contributed to web page design
- **Production:** Pitched and developed segment ideas; identified dynamic guests; prepared guests and hosts; assisted with directing and engineering; Served as content producer for local *Morning Edition*, *Here & Now*, *All Things Considered*, and *Weekend Edition*
- **Broadcast Communication:** Served as local fill-in host for *Weekend Edition*, *Here & Now* and *All Things Considered* and recorded daily continuity breaks for weekday evenings; Served as pledge drive talent for radio and TV drives

### MULTIPLE PRODUCTION INTERNSHIPS, Washington, DC & St. Louis, MO Production Intern

2013 - 2014

- **NPR Headquarters in D.C., TED Radio Hour:** Researched and booked guests, edited billboards and promotional pieces, generated show ideas, engineered interviews, created web content
- WETA, *Washington Week With Gwen Ifill*; St. Louis Public Radio, *St. Louis On The Air*, *Nine Network of Public Media*

## SKILLS / ACTIVITIES / INTERESTS

- **Language Skills:** Basic French
- **Programs:** Final Cut Pro X, Core Publisher, AP News Wire, NewsFlex, Adobe Suite
- **Activities:** Emerging Leaders Program at FOCUS St. Louis (Spring 2019); SLU Communication Department Advisory Board, Member (2016 - Present); STL Public Radio Generation Listen Leadership Council, Member (2017-2019) & Marketing Chair (2018-2019)
- **Interests:** Running marathons, writing; creating video, gardening; Spotlight on St. Louis - Founder/Editor: <https://www.spotlightonstlouis.com>, @spotlightonstlouis (Instagram & Facebook) and @spotlightonstl (Twitter)