

AMANDA HONIGFORT

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EXPERIENCE

PURPLE MANGO PRODUCTIONS LLC, St. Louis, MO Film Production 2025 - Present

- Project Coordinator - *The Breakup Artist* (2026): Assisted with pre-production & production through location scouting, interviews, permit inquiries, paperwork, crew searches, and various additional duties. Worked with production assistants to help set run smoothly.
- PA Training with Film in MO (2025) - Full-day workshop on serving as a production assistant on a large-budget feature

PURPLE MANGO PRODUCTIONS LLC, St. Louis, MO Founder and Owner 2019 - Present

- Published articles in several publications; pitched, won, and completed copywriting, marketing, ghostwriting, post-production and editing projects for organizations including Coolfire Studios, Greater St. Louis Inc., St. Louis Magazine, and DELTA SKY Magazine; 98% success rate on work pitched

EDWARD JONES, St. Louis, MO Accelerated Leadership Program (ALP) 2023 - 2026

- Four six-month rotations with an additional Competitive Strategies capstone project, passed SIE, Series 7, & Series 66
- **Fourth Rotation: Marketing Internal Agency - Video Team (January 2025 - January 2026)**
 - Produce videos for numerous business areas and company events, provide technical and production assistance, video editing
 - Collaborate on communication strategy and storytelling
- **Third Rotation: Human Capital - Project Management Office**
 - Project Leader for Colleague Experience Team - created project plans, lead project meetings, created stakeholder reports, integrated stakeholder feedback, and performed various additional tasks to keep the project running smoothly and on time
- **Second Rotation: External Affairs - Community Relations**
 - Advanced and built a multi-stakeholder, statewide, financial literacy program with a multi-million dollar scope (Goalsetter)
 - Assisted with the facilitation of the Collaborative Cohort of non-profit and fintech leaders
 - Assisted with extensive multi-department survey process of Edward Jones' corporate citizenship
- **First Rotation: Experience Center Of Excellence - Experience Management**
 - Assisted with conversion to an Experience-First Mindset, Experience Pillars, & Common Experience Framework
 - Facilitated change management workshops

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 25+ journalism segments and 25+ live shows (virtual events and partner programming) that required leading 5 - 15 person teams and coordinating with additional organizations and partners; ongoing stakeholder & partnership management
- **Management:** Initiated intern program; recruited, hired, supervised, and mentored up to 3 interns/semester (totaling 20+ interns); Served as HEC Magazine editor for monthly 10-page publication
- **Business Development:** Identified grant opportunities and managed applications for \$48K in grant funding; increased donations by 200%; negotiated and upheld contracts with community partners, booked and managed freelance talent
- **Marketing:** Event promotion and production; social media and promotional video assistance; brand management, website management

(Additional Experience Continued After Education)

EDUCATION

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

Master of Business Administration, Marketing Emphasis

- Knight Scholar (Top 7% of the Class); Bauer Leadership Fellows
- Olin Marketing Association (President '22-'23, First-Year Officer); Olin Women In Business (VP, Professional Development Events '22 -'23); Venture Network; Entrepreneurship and Venture Capital Association (VP, Marketing '22 - 23); Forte Fellow & Chancellor Scholar
- **Consulting Projects:**
 - **Nestlé Purina** - Breeze Litter System marketing and product strategy
 - **Get Mr.** (men's skincare startup) - Helped re-vamp their marketing strategy and increase conversion rates
- **Team Lead for Consulting Project: SVP Worldwide** - Provided a roadmap for increasing sales of MySewnet software, improving the company's partnership with their dealers, and increasing conversion rates through marketing.

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EDUCATION (CONTINUED)

WEBSTER UNIVERSITY, Saint Louis, MO

Master of Arts in New Media Production

May 2018

SAINT LOUIS UNIVERSITY, Saint Louis, MO; Magna Cum Laude

Honors Bachelor of Arts, Communications (Emphasis: Broadcast Journalism and Mass Media)

- **Minors:** Marketing & Film Studies
- **Awards:** Student Leader Honorarium (SLU-TV President). 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 Supervisor of the Communications Media Center

ADDITIONAL EXPERIENCE

WILL – ILLINOIS PUBLIC MEDIA, Champaign-Urbana, IL Journalist & Producer

2015 - 2016

- **Production:** Launched *The 21st*, a daily statewide news/public affairs talk show and served as senior producer (managed show calendar, identified dynamic guests; prepared guests and hosts; assisted with directing and engineering)
 - Pitched & developed special one-time hour-long shows; reported feature & spot news for all beats; developed, booked & produced *Diagnoses and Decisions* TV special to complement Ken Burns' *Cancer: The Emperor of All Maladies* documentary release
- **Broadcast:** 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
- **Marketing:** Managed web and social media strategy for *The 21st*; wrote web copy and contributed to page design & management

EDWARD JONES, St. Louis, MO ALP Internship for MBAs - Digital Content Strategy

2022

- Consolidated & refreshed several website content clusters from 65 pages to 30 clear, updated, and informative pages to ensure ease of customer conversion and to streamline the customer journey
- Partnered on the reduction of the website navigation menu, restructuring the website getting started page, social media thought starters, and competitor analysis to further a continued flow of customer leads and customer attraction

PUBLIC BROADCASTING STATIONS in Washington D.C. and St. Louis, MO

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 (PBS Member Station) in D.C., Washington Week:** Served as Production Assistant for national program *Washington Week with Gwen Ifill*, prepared prep book weekly for Gwen Ifill, reported web pieces, re-organized 50-year archive and developed on-going archive system
- **St. Louis Public Radio, St. Louis On The Air:** Pitched and produced shows/segments, wrote web-content, completed post-production, assisted with directing, engineering, and call screening; interviewed guests
- **Nine PBS, St. Louis:** Assisted with the launch of new program, *Stay Tuned*, Assisted with American Graduate project management, Production Assistant and social media coordination for *Donnybrook*

SKILLS / ACTIVITIES / INTERESTS

- **Leadership:** 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)
- **Spotlight on St. Louis:** Founder/Editor, site seeks to share the best of St. Louis; <https://www.spotlightonstlouis.com>, @spotlightonstlouis (Instagram & Facebook)
- **Running:** Trained for and completed 6 Marathons