

Amanda Withrow, M.A.

Work Experience

Hobby Lobby

Digital Media Buyer | 06/2024-Present

- One of two team members negotiating CPM rates and contracted T&Cs with OTT/CTV vendors, compiling comprehensive reporting across OTT/CTV and digital teams and managing Google Store listings and reviews.

Gaylord College of Journalism and Mass Communication

Graduate Assistant | 08/2023-05/2024

- Teaching assistant for Advertising Campaigns, Advertising Account Planning and Advertising Research courses, overseeing six campaign teams and assisting with strategy development and execution.
- Research assistant contributing to mixed methods studies on consumer behavior.

VI Marketing and Branding

Intern | 05/2023-08/2023

- Composed copy for clients for social, digital, and traditional advertising mediums.
- Utilized SEO tactics to best reach audiences and drive performance.
- Analyzed and utilized trending topics to encourage organic reach.

Education

The University of Oklahoma

Bachelor of Arts in Journalism Advertising with Special Distinction

•3.98 Cumulative GPA

Master of Arts in Journalism and Mass Communication (Advertising)

•3.89 Cumulative GPA

Skills

- Concept development
- MRI Simmons Insights
- Qualtrics XM
- Survey Monkey
- Focus group moderation
- Creative writing
- Event planning

Awards and Honors

- Awarded the University of Miami Top Student Research Paper Award at the 2023 International Public Relations Research Conference
- Dean's Honor Roll | Gaylord College of Journalism
- President's Honor Roll | University of Oklahoma
- Winner of Gaylord College of Journalism 2023 Senior Advertising Campaign Contest