

JOAN AMANWI

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Growth-focused Marketing & Communications Professional with 5+ years of experience building SEO-driven content systems, scaling digital engagement, and supporting inbound lead generation across B2B and service-based industries. Proven ability to translate complex business offerings into conversion-oriented messaging that drives audience growth, brand visibility, and customer engagement. Skilled in multi-channel campaign strategy, AI-enhanced marketing workflows, analytics, and cross-functional communications.

CORE SKILLS

- **Digital Marketing & Content:** Content Strategy, SEO Content Development, Social Media Marketing, LinkedIn Marketing, Email Marketing, Campaign Strategy, Paid Social Advertising.
- **Website & Digital Platforms:** WordPress, SharePoint, SEO Optimization, UX Optimization, Website Content Management, Intranet Management.
- **Communications & Creative:** B2B Storytelling, Brand Messaging, Visual Storytelling, Copywriting, Video & Photo Production, Presentation Development.
- **Analytics & Marketing Operations:** Google Analytics, Performance Tracking, Audience Engagement Analysis, Campaign Reporting, Marketing Automation, AI-Enhanced Content Workflows.
- **Tools:** HubSpot, Canva, Adobe Creative Suite, Meta Ads Manager, Google Analytics, AI Content Tools.

MY PROFESSIONAL EXPERIENCE

Growth Marketing Specialist

All 1 Service: March 2026 – Present

- Lead B2B growth marketing initiatives focused on SEO visibility, inbound lead generation, and multi-channel audience engagement across commercial facility service markets.
- Develop and optimize full-funnel digital campaigns that strengthen conversion performance and increase qualified inbound engagement.
- Create conversion-focused content strategies that translate complex operational and compliance topics into accessible, high-performing digital messaging.
- Monitor cross-channel campaign performance using Google Analytics and CRM tools to identify user behavior trends and improve campaign ROI.
- Leverage marketing automation and AI-assisted workflows to streamline content production, improve engagement, and support scalable digital growth.

Marketing & Communications Generalist

Group23 Sports Medicine: Dec 2024 – Jan 2026

- Developed and executed multi-channel marketing campaigns to support brand visibility, audience engagement, and business growth.
- Managed website and intranet content across WordPress and SharePoint platforms, ensuring usability, content consistency, and strong internal engagement.
- Produced digital and print marketing assets, including videos, graphics, and branded visual content for campaigns and community initiatives.
- Tracked campaigns and engagement metrics to optimize content performance and support lead generation efforts.
- Collaborated with leadership on executive presentations, corporate communications, and community engagement initiatives.

Marketing and Content Specialist

Rerek Media: Jan 2023 – Dec 2024

- Wrote SEO-optimized web copy and product content designed to improve search visibility and digital campaign performance.
- Produced multimedia content across social and digital platforms to increase audience engagement and strengthen brand presence.
- Analyzed social media trends and performance data to refine content strategies and maximize reach.
- Utilized AI tools to accelerate content production workflows while maintaining brand consistency and creative quality.

Marketing & Communications Assistant

Bay River College & Bay River Daycare: Jan 2024 – Aug 2024

- Wrote, proofed and edited newsletters, web articles and internal updates to improve communication flow.
- Wrote and edited newsletters, website content, and internal communications to improve audience engagement and information flow.
- Conducted research and transformed complex information into clear, audience-focused messaging.
- Assisted with Google and Meta advertising campaigns focused on lead generation.

Social Media Manager

Education Wise Tutors: Oct 2020 – Jul 2021

- Developed and executed social media strategies across Instagram and website platforms.
- Produced photo, video and written content aligned with brand voice.
- Managed content calendars and monitored engagement trends.

EDUCATION & CREDENTIALS

- **Master of Arts, Professional Communication:** Royal Roads University, Canada – 2022.
- **Bachelor of Technology, Marketing:** University of Bamenda, Cameroon – 2016.

Certificates & Certifications:

- Meta Digital Marketing Associate: 2026.
- HubSpot Inbound Marketing & Inbound Sales Certifications: 2026.
- Google Digital Marketing & E-Commerce Certificate: 2023.
- Google AI Essentials: 2024.
- Poynter Institute Certificate in Editing: 2023.