

AMANDA FESTA

OBJECTIVE

Imaginative content creator and social media strategist with a passion for pop culture, looking to combine my skills and enthusiasm with my appetite for entertainment.

RELEVANT EXPERIENCE

Senior Content & Social Media Executive

KAYAK | Cheapflights.com

May 2015 to Present

- Oversee all U.S. content (planning, developing content calendar, writing, managing writers, editing, publishing and promoting).
- Create and report on content plans, set KPIs and measure success of content against set targets.
- Act as a spokesperson across U.S. media outlets.
- Develop creative, reactive, on-brand and engaging content for blog and social media.
- Work closely with PR, Digital Campaigns, SEO, Newsletter and Product teams to ensure seamless, cross-channel approach to content.

Managing Editor

Literary Traveler | 2011-2015

- Write and edit content on books, film, travel and pop culture; Develop and manage content calendar.
- Manage a staff of writers and interns.
- Develop the website's social media strategy.
- Organize interviews, events, press trips and features.

Staff Writer

TV Fanatic | 2015

- Write weekly reviews and recaps of TV shows.
- Work under strict deadline.
- Coordinate and participate in weekly round tables.

Content Strategist

Qseeker | 2013-2015

- Grow the web presence of multiple clients by improving their content marketing strategy and SEO.
- Write and edit content; Develop social media strategy.

SKILLS & TOOLS

Writing and editing

SEO • AP Style • WordPress • CMS

Basic HTML • Google Analytics

Creative and analytic thinking

Basic photo shop • Curalate

Google Drive • MS Office

Social media management tools

Media experience



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[amandafesta
.com](mailto:amandafesta.com)

EDUCATION

**M.A. English | 2012 | University of
Massachusetts**

3.97 GPA

**B.A. English | 2007 | University of
Massachusetts**

Cum laude • Minor in Women's
Studies • Recipient of the Alfred R.
Ferguson Award for Distinguished
Work in American Literature, 2007