



marketer designer event planner
entrepreneur speaker leader

I'm a healthy balance of passionate creativity and logical strategy with a handful of leadership thrown in for good measure.

If you're looking for a determined, dedicated, and creative thinker with strong leadership skills, then I'm your girl.

look me up

614.325.2582

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amandalsage

Westerville, Ohio

areas of expertise

marketing strategy: detailed research and analysis, editorial calendars, budget forecasting.

graphic design: branding, identity, infographics, marketing and event collateral, websites.

e-mail marketing: template design and development, list building, on-going campaign management.

social: written and visual content creation, online brand reputation management, monitoring and analytical reporting.

copywriting: ghostwriting, articles, marketing and social copy, speeches.

events: experiential strategy, budgeting, sourcing and vendor relations, marketing and design, ticket and sponsorship sales, online registration management.

professional experience

AMANDA L. SAGE LIMITED

INDEPENDENT MARKETING CONSULTANT | GRAPHIC DESIGNER
WESTERVILLE, OHIO | MARCH 2017 - PRESENT

- Strategic marketing consulting including organizational communications strategy.
- Creation of campaign-driven digital and print marketing collateral.
- Basic website development and maintenance with a focus on member engagement.
- Specific focus on non-profits and non-governmental organizations.

PINEAPPLE SAGE

CEO | LEAD GRAPHIC ARTIST
WESTERVILLE, OHIO | MAY 2017 - PRESENT

- Design of art prints and stationery.
- Wholesale business development including tradeshows.

GONG GONG COMMUNICATIONS LLC

PRESIDENT & CEO | MARKETING CONSULTANT
WESTERVILLE, OHIO | APRIL 2009 - DECEMBER 2016

Gong Gong was a creative marketing firm that specialized in experiences, events, and engagement. I closed the company in mid-2016 to pursue new options.

- Grew from solopreneur to a team to 5 full-time employees plus contractors. Increased revenue 1000% in first five years.
- Created Outcome-Centric™ marketing process.
- Taught more than 20 pro-bono workshops focusing on different aspects of marketing, social media, and branding, resulting in several new clients.
- Spoke at dozens of events and engagements hosted by the SBA, KeyBank, *Columbus Business First*, Ashland University, and more.
- Highlighted in *The Daily Reporter*: "From Columbus to Ghana and Back, Amanda Sage Discovers Her Entrepreneurial Bug", July 2013.

WORLD PIECE EMPORIUM

OWNER | PRINCIPAL DESIGNER
NEW ALBANY, OHIO | JANUARY 2008 - JANUARY 2009

- Business development and sales, including tradeshows.
- Designed dozens of bespoke batik quilt fabrics for wholesale trade.
- Handled imports and customs for Fair Trade products imported from Ghana and India.

GLOBAL MAMAS

HEAD OF ODUMASE-KROBO COOPERATIVE | MARKETING | INTERN
ACCRA, GHANA | SEPTEMBER 2005 - OCTOBER 2007

- Opened office and volunteer house for non-profit Fair Trade cooperative in Odumase-Krobo at the age of 22.
- Established a community presence in the region by working with government officials and Manya Krobo traditional leaders.
- Recruited, trained, and managed more than 15 bead and jewelry makers.
- Represented Global Mamas at wholesale trade shows in the US.

volunteer experience

FRIENDS OF THE COLUMBUS METROPOLITAN LIBRARY (FOL)

BOARD OF TRUSTEES | HEAD OF EXECUTIVE BUSINESS MANAGEMENT COMMITTEE
COLUMBUS, OHIO | JANUARY 2013 - JUNE 2018

- Primarily responsible for the reopening of the FOL-run Library Store in June 2016. This two-year process included initial purchasing of more than \$20,000 in inventory, recruitment and hiring of store manager, design of custom products, and budgeting and financial planning.
- Curation of mission-driven inventory, including design of exclusive products.
- Assists with coordinating and marketing bi-annual Big Book Sales which have seen 200%-300% growth in 18 months.
- Oversees staff of 1 full-time employee, 3 part-time employees, and a committee of trustees, as well as liaising with Columbus Metropolitan Library staff.

NATIONAL ASSOCIATION OF WOMEN BUSINESS OWNERS, COLUMBUS CHAPTER (NAWBO COLUMBUS)

COLUMBUS, OHIO | JANUARY 2009 - PRESENT
VICE PRESIDENT OF COMMUNICATIONS | COMMUNICATION COMMITTEE

- Website maintenance, including content, events, and membership, increasing sessions by 1144% and page views by 659% in three years.
- Handled on-going marketing and promotions including e-mail marketing, social media, marketing collateral, print ads, and PR, during chapters enormous growth of membership (75 in 2013 to more than 220 in 2015).
- Instrumental in planning the annual Visionary Awards Gala, including all marketing and creative, from 2013-2016. Grew attendance 142% in 2 years and turned it into a cash-positive event; grew exhibitor hall to more than 50 businesses in 2014.
- Recognized as Member of the Year in 2014; Spotlight Member by NAWBO National in May 2013; Commendations from Secretary of State John Husted and Congresswoman Joyce Beaty for service.

education

THE OHIO STATE UNIVERSITY

COLUMBUS, OHIO | 2002 - 2006

- Obtained two BA's in Political Science and International Studies with an emphasis on Western European studies, Intelligence and Security, and Development.
- Wrote Op/Ed articles for The Lantern, Ohio State's student newspaper.