



marketing consultant designer copywriter  
international business and intercultural strategist

I'm a marketing consultant who helps organizations understand their audience in order to better communicate with them.

I specifically focus on creating sustainable marketing and communications strategies through the lens of intercultural competency, helping small and medium sized businesses better understand their existing clients and new markets, both domestically and abroad.

## look me up

614.325.2582

me@amandalsage.com

amandalsage.com

amandalsage

Westerville, Ohio

## areas of expertise

**Marketing Consulting:** Detailed research and analysis, editorial calendars, budget forecasting, market and audience strategy, special projects.

**Graphic Design:** Branding, identity, infographics, marketing and event collateral, websites.

**Digital Marketing:** E-mail marketing, written and visual social content creation, online brand reputation management, monitoring and analytical reporting, training.

**Copywriting:** Blog posts, articles, marketing and social copy, speeches.

**Events:** Experiential strategy, budgeting, marketing and design, ticket and sponsorship sales, online registration management.

**Business Strategy:** Start-up coaching, market analysis, new product and service launch, intercultural consulting and training.

## 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.
- Worked with organizations including the Columbus Metropolitan Club, Women for Economic Leadership Development (WELD), Dress for Success Columbus, the Network for Employer Traffic Safety (NETS), and more.

### GONG GONG COMMUNICATIONS LLC

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

- Independent marketing consultant and grew the team to 5 full-time employees plus contractors. Increased revenue 1000% in first five years.
- Created Outcome-Centric™ marketing process.
- A part of the team which grew NAWBO Columbus Visionary Awards Gala's attendance 142% in 2 years and turned it into a cash-positive event.
- Helped to establish and grow the Women's Small Business Accelerator's annual Starting the Conversation event from 150 attendees in 2013 to 300 attendees and over \$25,000 funds raised in 2015.
- Taught more than 20 pro-bono workshops focusing on different aspects of marketing, social media, and branding, resulting in several new clients.
- Dozens of speaking engagements, including events 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.
- Managed and negotiated vendor and client relationships.
- Handled imports and customs for 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 Many Krobo traditional leaders.
- Recruited, trained, and managed more than 15 bead and jewelry makers.
- Represented Global Mamas at wholesale trade shows in the US.

# amanda L sage

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## skills

**Technology:** Advanced computer and technical skills. Extremely proficient in Microsoft Office, event management tools, project management tools, and more.

**Programming:** HTML, CSS, Wordpress, and Joomla.

**Design Software:** Strong proficiency with Adobe Illustrator, InDesign, Photoshop, and Acrobat.

**Languages:** Intermediate fluency in French. Elementary understanding of Spanish, Fante, and Twi. Able to pick up languages quickly.

**Culture:** Strong cultural fluency and understanding. Able to dive into new cultures and meld them into the project at hand.

## interests

Reading and autodidactic learning.

Cooking and baking.

Watching sports, especially football.

Traveling and blending in like a local.

## references

### CAROLINE WORLEY

General Counsel  
Champion Companies  
614.245.0644  
czworley@gmail.com

### JANE SCOTT

President & CEO  
Columbus Metropolitan Club  
614.464.3220  
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### JANET MEEKS SMITH

Healthcare Leader and Speaker  
Author, *Gracious Leadership*  
614.202.7189  
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### MELISSA WICK

Owner  
Wick Law Offices  
614-572-6366  
mwick@mwicklaw.com

## education & professional development

### THE OHIO STATE UNIVERSITY

COLUMBUS, OHIO | 2002 - 2006

- Obtained a Bachelor's of Arts with double majors 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.

### THE MARKETING SEMINAR

ONLINE | 2020

- Participating in the Seth Godin/Akimbo 100-day marketing workshop.

### TRAIN THE INTERCULTURAL TRAINER

KYIV, UKRAINE | 2019

- Attended comprehensive training session for intercultural trainers and consultants, hosted by the Young SIETAR chapter of the Society for Intercultural Education, Training and Research.

## volunteer experience

### NEW ALBANY HIGH SCHOOL SENIOR SEMINAR ADVISOR

NEW ALBANY, OHIO | 2013 - PRESENT

- Serves as primary and secondary advisor for the senior capstone project of students at New Albany High School.

### 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, including initial purchasing of more than \$20,000 in inventory, recruitment and hiring of store manager, design of custom products, and budgeting and financial planning.
- Helped coordinate and market annual Big Book Sale which achieved sales of over \$18,000 in 2016 (80% over goal and 200% over last sale).
- Oversaw 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 pageviews 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.
- Instrumental in planning the annual Visionary Awards Gala, including all marketing and creative, from 2013-2016.
- 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 Beatty for service.