

# Amma Marfo

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## Experience

### **Content Designer**

**Mentor Collective, September 2020-September 2023**

*In this inaugural UX writing role, I returned to the organization to oversee the written portion of the participant user experience; this includes automated communication, in-app microcopy, and educational materials such as Discussion Guides, Mentor Briefings, and other mentor and mentee learning content.*

#### **Points of Professional Pride:**

- Instituting an ethos of Smart Brevity within participant communications through the development and messaging of a Content Style Guide for the Product and Program Success teams
- Overhauling the cadence and variety of early- and late-stage recruitment and pre-match messaging, designed to reduce repetition and accurately reflect the participant experience
- Embarking upon a multi-stage research project on ghosting in mentorship, and leading the infusion of its results into multiple areas of the product
- Instituting Open UX Copy Review to create a process by which engineers and designers could proactively review in-product commands, error messages, and other crucial copy

### **Digital Content Lead**

**Podhero, July 2019-September 2023**

*Duties for this contract role include: developing and executing communication strategy on Facebook, Twitter, and via email for the app dedicated to "socially-powered podcast recommendations." I engage current users, drive recruitment of new users, and act as a surrogate for customer service complaints that arrive via these channels. Through this engagement, a community has emerged who enthusiastically recommends the app to friends and family, who helps each other out in making recommendations, and who vocally speaks up for the brand when opportunities for exposure arise.*

### **Writer, Speaker, + Consultant**

**Self-Employed, January 2016-Present**

*Duties for this role include working with colleges, nonprofit organizations, and corporate entities to develop and implement workshops, training sessions, keynotes, and other talks to engage and educate students and professionals. I am represented in the college market by SPEAK Educators, a division of FUN Enterprises..*

*Keynote and workshop topics include creativity, group dynamics, career development through humorous storytelling, and empowering introverted community members into leadership.*

### **Founder + Headmaster**

**Defector Academy, 2016-2022**

*What originally started as a blog series dedicated to highlighting the stories of campus-based higher education professionals who had pivoted their skills and experience into a new industry, evolved into a educational and coaching initiative dedicated to helping aspiring "Defectors" articulate and reimagine their skill base for the next stage of their career. Offerings included free email drip courses, interactive month-long challenges, and intensive coaching experiences.*

### **Marketing Associate**

**Mentor Collective, April 2018-September 2018**

*Duties for this contract role included: executing social media strategy highlighting the efforts and research of Mentor Collective (an educational technology startup dedicated to mentorship on campuses nationwide), overseeing logistics and publicity for the company's first ever webinars, deploying lead generation email campaigns in conjunction with the Partnerships team, creating SEO-optimized content for the Mentor Collective blog Collective insights, newsletters, and other platforms, and completing other ad hoc marketing projects.*

### **Senior Career Coach**

#### **The Job Sauce, October 2017-October 2018**

*In this role, I worked one on one with mid and senior level professionals to help them effectively articulate their hard-earned skills and experience. Successful clients walked away with their targeted new roles, considerable increases in pay, and a better understanding of their value in the marketplace. Duties included scheduling and conducting weekly updates with clients, reworking application materials as new job opportunities came in, helping them discern the power and value of their networks, and actively tying career decisions to their values.*

### **Assistant Director of Student Activities (Involvement and Assessment)**

#### **Emmanuel College September 2012-December 2015**

*Duties for this role include: supervising event-based operations, training/development, and financial transactions for 50+ student organizations, serving as Coordinator of Commuter Student Life for 500+ off-campus students, coordinating assessment projects for the Office of Student Activities, and overseeing social media and web development for the department.*

#### **Points of Professional Pride:**

- Re-envisioning, streamlining, and communicating the event planning process for the Office of Student Activities
- Developing a distinct online presence, editorial calendar, and consistent voice for the office via Facebook, Twitter, and Instagram, increasing engagement with the Office online and driving traffic to our physical offices
- Utilizing Canvas, Google Drive, and video editing software to create an online companion for student organization training, creating training videos, online links for paper forms, and resources such as BuzzFeed lists and online slideshows on common student organization processes
- Utilizing Eventbrite to streamline ticketed event purchase and allow for waitlisting, increasing opportunities for students to obtain tickets
- Transforming mandatory student organization Training Day from a 7-hour overview of the department, into a 4-hour conference style, breakout driven, leadership development conference

### **Director of Educational Development**

#### **Lead365 National Conference March 2014-December 2015**

*Duties for this inaugural role include: ensuring adherence to the conference's curriculum across online workshop offerings, curating and delivering online content for Facebook, Twitter, Instagram, and OrgSync, supervision of student intern work, and consultation on sponsorship and additional educational opportunities for the conference. I have since moved into a role with the Conference's foundation, soliciting sponsorship opportunities to fund attendance for deserving candidates.*

#### **Points of Professional Pride**

- Successfully engaging students and professionals via social media (Facebook/Twitter/Instagram/organizational blog) 365/6 days a year, rather than just during the conference
- Developing the inaugural editorial calendar for the conference, scheduling content to be shared across multiple platforms to demonstrate the power of its brand
- Implemented the first structured internship program, with adherence to the editorial calendar and coordinated developmental meetings, for seven interns in summer 2015

### **Assistant Director of Student Activities (Union Productions + Club Downunder)**

**Florida State University July 2011-August 2012**

*Duties for this role included: direct supervision of student program board directors, contract execution and tracking, training of student program directors, coordinating scheduling and operations for the on-site venue [Club Downunder]*

**Points of Professional Pride:**

- Development and implementation of a contract tracking system, to more easily update vendors and performers on the status of their paperwork
- Inclusion of experiential training strategies in student staff retreats, facility manager training, and volunteer facility training
- Development and use of a student performance evaluation system incorporating the game Apples to Apples

**Education****University of South Florida, Master of Education in Curriculum and Instruction**

Graduate Certificate in Career Counseling May 2011

**The University of Rhode Island, Bachelor of Arts in Communication Studies**

Minors in Business Administration and Film Studies May 2007

**Additional Experience**

- Cohost and Producer, The Imposters Podcast (roundtable discussions on creativity)
- Community Engagement Coordinator, NASPA Technology Knowledge Community (2014-2015)
- Author of the books *The I's Have It: Reflections on Introversion in Student Affairs* (2014), *Light It Up: Engaging the Introverted Student Leader* (2015), and *Cultivating Creativity* (2017)