

# AMBER RHODES

## EDITING & CONTENT CREATION

Chicago IL | (224) 208-8325 | [amber@editsbyamber.com](mailto:amber@editsbyamber.com)

### EXPERIENCE

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#### Editor and Owner

Edits by Amber, LLC | Chicago, IL

December 2024–Present

- Provide professional editing and proofreading services to individuals and organizations, concentrating on clear, concise, and consistent communication
- Specialize in working with nonprofit organizations, assisting with website content, marketing materials, newsletters, reports, and more
- Utilize expertise in the Chicago Manual of Style, Associated Press Stylebook, and custom style guides to meet diverse client needs
- Committed to helping clients enhance their messaging while maintaining their unique voice and style

#### Marketing Director

The Theraplay Institute (TTI) | Chicago, IL

September 2018–November 2024

- Managed all aspects of marketing for The Theraplay Clinic, including three years of Camp Theraplay summer camp, parent and caregiver programs, and increasing service inquiries
- Represented The Theraplay Clinic at community events, including adoption walks and elementary school programs, where I led children through Theraplay activities and educated their caregivers about Theraplay and the services provided by the clinic
- Worked with subject matter expert to line edit and revise the Theraplay Activities flipbook for sale to mental health professionals working with children and their families
- Managed design, content, and general functioning of TTI WordPress and YourMembership sites with support of the graphic designer and an external web developer
- Launched a proactive membership engagement campaign focused on direct outreach and streamlining renewal processes leading to an active membership increase of 30% and increased usage of member benefits
- Managed all external conference representation logistics, such as speakers, exhibit tables, additional promotions, expenses, and day-of responsibilities, including sometimes being onsite to manage the table and speak with visitors
- Led staff in setting up new CRM database for over 30,000 records, including community groups, e-commerce, event listings and registrations, and certification tracking
- Maintained consistent email communications schedule to allow the marketing department to plan promotional campaigns more efficiently and effectively without impacting mailing list engagement rates
- Maintained personal outreach communications to potential registrants to increase program registrations with a 50% open rate, 38% click rate, and over 1% registration rate
- Worked closely with graphic designer to plan promotional campaigns including paid advertising, email marketing, social media posts, and community promotions
- Managed \$40,000 yearly marketing budget for collateral development, advertising, conferences, website development, and projects as well as provided oversight for fundraising, media, and membership budgets
- Provided support as needed to resolve customer service issues for training registration, media, and membership

#### Marketing Manager

Somatic Experiencing International | Broomfield, CO

April 2015–August 2018

- Edited and proofread all marketing materials (including newsletters, website content, flyers, print ads, and outreach emails) before distribution

- Developed, distributed, and maintained branded collateral for all domestic trainings (working with 35+ remote contractors)
- Planned, developed, and executed all email marketing campaigns; maintaining higher than industry average open and click rates
- Acted as public relations liaison for organizational communications that require considered and occasionally delicate interactions with the community
- Managed \$80,000 yearly budget for collateral development, advertising, conferences, website development, and marketing projects
- Planned, directed, and coordinated all activities for two-person marketing department
- Working with marketing assistant and web developer to directly educate staff about online analytics and presence as well as develop reasonable goals for growth
- Designing and distributing domestic advertising collateral on both national and regional levels
- Managed budgeting, planning, volunteers, and execution of national-level conference promotions
- Successfully integrated electronic signature process into website streamlining required document process for students and staff
- Researched and recommended options for global community forum and branded final product
- Launched website redesign (working with web developer) resulting in a 50% decrease in bounce rates, a six-fold increase in session durations, and an increase in repeat visitor traffic from less than 5% to 45%
- Launched streaming product service for students in January 2017 that allowed for more affordable access globally and a more efficient distribution process worldwide

#### **Marketing Coordinator/Web Conference Coordinator**

EUCI | Denver, CO

July 2008–March 2015

- Proofed marketing materials including emails and brochures (Adobe InDesign)
- Worked with topic experts to coordinate email content (300+ emails)
- Brought in \$1,550,000 (over 1500 registrations) in gross revenues through registrations from database additions and phone calls
- Coordinated 60 web conferences (including pre-conference set-up and speaker interaction, hosting and running live event, all post-conference editing, surveys and follow-up)
- Managed LinkedIn company and showcase pages
- Facilitated 40 courses (registrations, attendees, meals, announcements, networking)
- Issued 1200+ continuing education certificates
- Created Adobe Connect webinar training manual for staff

## **EDUCATION**

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### **Certificate: Copyediting**

University of California | San Diego, CA

2024

### **Certificate: SEO/Content Marketing**

Boulder SEO Marketing | Boulder, CO

2017

### **Certificate: Web Design**

Community College of Aurora | Aurora, CO

2011

### **B.A. Communications/Minor in Business**

University of Colorado | Denver, CO

2005