

Amber Green

Boston, MA | AmberGreen.089@gmail.com | ambergreencreative.app

WORK EXPERIENCE

DealRoom

Senior Brand & Content Marketing Specialist

Boston, MA

December 2025 - Present

- Lead video strategy and production across product launches, events, and brand campaigns, directing internal creatives and external contractors from concept and scripting through post-production and delivery.
- Create launch content for five Tier 1 product releases, translating technical product features and value propositions into video, social, and visual campaigns.
- Own DealRoom's LinkedIn, YouTube and Reddit channels across content strategy, creative development, publishing, and performance reporting, increasing organic YouTube views 116% after taking ownership of the channel.
- Manage DealRoom's sponsorship of M&A Science, coordinating campaign deliverables, cross-brand content, and promotion across both organizations contributing to sales qualified leads sourced from podcast placements.

M&A Science

Podcast Brand Manager

Boston, MA

December 2024 - December 2025

- Owned editorial strategy and end-to-end production for 60+ podcast episodes, from interview outlines and post-production through publishing and promotion, growing listenership 30% and increasing average first-week listens by 20%.
- Managed the CEO's personal social presence, developing thought-leadership content, shaping posts around podcast themes and industry topics, and creating viral moments.
- Owned LinkedIn and YouTube strategy, creative, publishing, and reporting for the brand, growing YouTube subscribers 29% over the course of my channel ownership.
- Led the marketing side of M&A Science's carveout from DealRoom, documenting channel workflows, production processes, brand responsibilities, and transition plans needed to operate the marketing function independently.

West African Research Association

Social Media Marketing Manager

Boston, MA

August 2022 - June 2024

- Owned WARA's social media program end to end, building the content calendar and publishing strategy around research grants, funding opportunities, events, and academic programming for an international audience of researchers and scholars.
- Planned and executed paid social campaigns promoting research and funding opportunities to graduate students and academics, managing audience targeting, creative, campaign frequency, and ongoing performance optimization.
- Drafted annual reports and funding presentations by translating program activity and organizational impact into clear visual and written materials used in yearly funding reviews.

Central Mutual Insurance

Social Media Coordinator

Waltham, MA

May 2023 - January 2024

- Wrote and optimized SEO-driven blog content for Central's commercial insurance business, translating complex insurance topics into educational content for niche industries and prospective policyholders.
- Managed social content planning and community engagement across four platforms, coordinating with internal and external subject-matter experts to maintain a consistent brand voice across specialized insurance audiences.

SKILLS

Marketing: Brand Strategy, Content Marketing, Social Media Strategy, Product Marketing, Campaign Strategy, Audience Research, Messaging & Positioning, Customer Storytelling, Founder / Executive Brand, Paid Social, SEO, Event Marketing, Copywriting & Copyediting, Content Analytics, Campaign Measurement, AI-Assisted Marketing Workflows, Content Systems, Marketing Automation
Creative & Production: Video Production & Editing, Creative Direction, Scriptwriting, Storyboarding, Content Repurposing
Platforms & Tools: Adobe Creative Cloud, Canva, Webflow, WordPress, Lovable, HubSpot, Google Analytics, Meta Ads Manager, LinkedIn, YouTube, TikTok, X

EDUCATION

Boston University

Bachelor of Science in Advertising

Bachelor of Arts in History

Boston, Massachusetts

GPA:3.9 | 8X recognition on Dean's List