

Amber Green

Boston, Massachusetts | AmberGreen.089@gmail.com | 978-732-9195

EDUCATION

Boston University

Bachelor of Science in Advertising
Bachelor of Arts in History

Boston, Massachusetts

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

WORK EXPERIENCE

DealRoom

Senior Brand & Content Marketing Specialist

Boston, MA

December 2025 - Present

- Own video strategy and production for product launches, events, and company initiatives, directing an internal team and outside contractors from concept through delivery, including graphics and on-brand visual assets.
- Run DealRoom's LinkedIn and YouTube channels: content planning, publishing, and performance reporting in support of 5 tier-one product launches.
- Manage DealRoom's sponsorship of the M&A Science podcast, coordinating promotional campaigns and content collaboration across both companies.

M&A Science

Podcast Brand Manager

Boston, MA

December 2024 - Present

- Led the operational carveout of M&A Science from DealRoom, writing the SOPs, process documentation, and transition plans that let it run as a separate brand.
- Set the sponsorship agreement establishing DealRoom as primary sponsor, defining deliverables, content collaboration, and cross-promotion between the two brands.
- Owned quarterly editorial strategy and full production for 60+ episodes, including guest interviews, content outlines, post-production, the publishing calendar, and promotion of episodes across social channels.

Central Mutual Insurance

Social Media Coordinator

Waltham, MA

May 2023-December 2024

- Write and publish blog posts to attract new policyholders and strengthen relationships with current clients, supporting the growth of the Central commercial lines vertical.
- Assist in managing social media posting calendars, enhancing brand unity and audience engagement across platforms.
- Monitor social media engagement and interactions, ensuring alignment with strategic marketing goals and contributing to the overall growth and positive consumer outreach of the business.
- Collaborated with cross-functional teams to develop content that resonates with identified target audiences, leading to an increase in monthly, organic blog traffic.

West African Research Association

Social Media Marketing Manager

Boston, MA

November 2022- December 2024

- Sole owner of WARA's social channels, building the content calendar and posting cadence that promoted research funding opportunities and grant deadlines to an academic audience.
- Ran paid social campaigns targeting researchers and graduate students and adjusting targeting and frequency based on performance data.

AdLab (Boston University)

Art Director, "Beyond All Repair" (WBUR)

Boston, MA

November 2022- December 2024

- Built the TikTok launch campaign for WBUR's true-crime podcast "Beyond All Repair," cutting trailers and teasers in the show's visual language and adjusting the content mix week to week based on performance.

SKILLS

Programs: Adobe Suite, Canva, Webflow, Wordpress, Meta/Google Analytics, Hubspot, Lovable, Social Media Platforms (Meta, X, Tiktok, LinkedIn, Youtube),

Skills: Branding and Design, Paid Advertising Campaigns, Digital Content Marketing, Web Design, SEO Research and Optimization, Event Marketing, Writing and Copyediting. Social Media Content Management.