

AMELIA WELLERS

acwellers@gmail.com | [LinkedIn](#) | [Portfolio](#) | 607.793.1737

Summary

Creative and strategic product manager and content marketer with 6 years of experience supporting innovators, public servants, and creators. Skilled at building consensus and driving change across disciplines in complex organizations.

EXPERIENCE

2019– 2021	SKYLIGHT. Digital design and tech consultancy helping government to deliver better services. State of Connecticut, Office of Early Childhood (OEC) Product Manager, OEC Website (June 2020–June 2021) <ul style="list-style-type: none">Led a senior product team to launch and deliver OEC's new WordPress website. The site shares 400+ pages of state child care content and resources and receives ~1,200 visits per day. Increased mobile traffic site usage by 25% and doubled overall site sessions.Defined, socialized and drove the execution of the agile product roadmap: set and maintained objectives and key results informed by user research, data analytics, and business requirements.Advocated for and secured nine months (\$350K) of funding to train 25 staff members, elevate the website's visual brand assets, improve accessibility and performance of news and event posts, and develop the agency's COVID-19 web content strategy.Within three months of joining the team, established sprint rituals that increased team velocity, re-strategized an API integration, set up QA tests that ensured Section 508c accessibility compliance, and mobilized the decommissioning of the legacy site. Deputy Engagement Manager (August 2019–September 2020) <ul style="list-style-type: none">Partnered with Skylight's VP of Human Services to oversee operations for Skylight's first prime contract, a multi-faceted digital transformation initiative for the State of Connecticut.Led Skylight's first team offsite to ensure the integrity and success of 10 cross-functional product and project teams.Developed and communicated standards of practice around the statement of work.Managed Skylight's inclusion in a follow-on federal preschool development grant, winning \$2.8M to continue improving OEC's data systems and data collection tools through 2021.	Remote
2019	NYC MAYOR'S OFFICE FOR ECONOMIC OPPORTUNITY Product Management Apprentice, ACCESS NYC (March–August 2019) <ul style="list-style-type: none">Implemented Google Tag Manager and Google Optimize to analyze product usage metrics and define key performance indicators across the full user journey.Overhauled 20+ data reports to reflect relevant metrics for government program managers.	New York, NY
2015– 2018	CAMBRIDGE INNOVATION CENTER (CIC). Workspace and programs for global innovators. Marketing Lead (February 2017–March 2018) <ul style="list-style-type: none">Led the proposal, design, development, and launch of CIC.com, merging five location-specific websites into one global site. Collaborated with users and internal teams to elevate and simplify the site's design and content strategy. Reduced site maintenance costs by 90% and increased user sessions by 60% within six months post-launch.Initiated CIC's first centralized digital marketing projects: formed and led the first social media team; designed and launched email campaigns that grew readership by 60%; created promotional assets and products; strategized and managed a \$1K/mo Google Ads budget.Led CIC's first blog team to develop SEO-friendly, brand-reinforcing content such as client spotlight interviews, podcasts, press releases, and thought leadership articles. Marketing and Events Coordinator (May 2015–February 2017) <p>Hosted 250 events, achieving ~\$40K in venue sales and a ~60% pipeline conversion rate. Led tours and contract negotiations, processed payment, promoted events and coordinated day-of logistics for public, private and VIP events.</p>	Boston, MA
2014	HOTEL PRO FORMA, Arts Manager (Fall, seasonal) Budgeted, produced and advertised art exhibitions for seven international contemporary artists.	Copenhagen, Denmark
2014	TANGLEWOOD MUSIC FESTIVAL–BOSTON SYMPHONY, Artists' Liaison (Summer) Managed backstage access and coordinated payment and hospitality for 100+ international elite soloists.	Lenox, MA

EDUCATION

- 2018–2019 **CORNELL TECH, JOHNSON GRADUATE SCHOOL OF MANAGEMENT** **New York, NY**
Master of Business Administration, Tech MBA
Merit Scholarship recipient, Forté Fellow, Digital Marketing Intensive
Startup Studio. Built prototype and pitched the first standalone, smart headphones for runners.
Arts / Tech Club Founder. Shared resources and organized events about creative technology.
- 2009–2013 **TUFTS UNIVERSITY** **Boston, MA**
Bachelor of Arts in music, minor in architectural studies, *cum laude*
Music Events Staff Manager. Work-study, promoted after first semester
- Courses** **Certified Scrum Master, PSM 1.** [scrum.org](https://www.scrum.org). (2020)
Harvard Extension School. Statistics 101, A (2017)
Introduction to Music Business. EdX (2017)
DesignLab. Web Design 101 (2016)
Startup Institute. 8-week, full-time technical marketing intensive (2015)

FREELANCE

- 2021 - present **AWELIA MUSIC. Founder, musician, composer** **New York, NY**
 - Wrote, arranged, recorded and released [Wishtide](#) in 2020 and [WALLFLOWER](#) in 2021.
 - Currently scoring theme and source music for the podcast "Ms. Havisham's School of Bad Manners" by Yvonne Zima.
- 2015-2018 **Digital Marketing Consultant** **Boston, MA**
 - **MTONOMY** (Spring 2018). Launched social media channels, consulted on brand strategy, and forged partnerships to generate interest in a blockchain-based media platform startup.
 - **PopUp Music & Pickup Music Project** (2015–2016). Advised on digital marketing for a 16-piece jazz band and a sound installation artist.

SKILLS

Coding language familiarity: RegEx, HTML, CSS, SQL, Python

Team management and analytics tools: ZenHub/GitHub, Jira, HubSpot, Salesforce, Streak, Tableau, Google Analytics, Google Optimize, Google Tag Manager, Google Data Studio, and Google Ads

Content, QA and creative tools: WordPress, Squarespace, Wix, BrowserStack, Hootsuite, Buffer, MailChimp, Campaign Monitor, Figma, Sketch, Adobe Photoshop, Logic Pro, Ableton