

# Amberly Ferguson Toole

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Qualifications Summary: Results-driven professional career shows unparalleled out-of-the-box thinking. Team player, self-starter background includes experience managing teams, public speaking, and hands-on design. Proven strengths in directing and developing creative initiatives that engage customers online and in-store. A compelling leader that fosters healthy, communicative environments that thrive on mentoring others.

- Adobe Software Master
  - Brand Strategy | Branding
  - Business Strategy
  - Client-Side Experience
  - Creative Direction
  - Data Visualization
  - Digital Design | Technology
  - Digital Marketing
  - Email Design / Marketing
  - Graphic Design
  - Increase Sales & Market Share
  - Marketing Campaign Development/ Management
  - Marketing Communications
  - Manage cross-functional teams
  - Market Research/Strategy
  - New Product Launches
  - Photography Direction
  - Project Management
  - Print/ Packaging Design
  - Target Market Research
  - Team Leadership
  - Team Mentoring
  - UX / UI Design
  - User-centered Design
  - Website Design
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## Career Highlights

- Creative Innovator: Developed, directed, and built hundreds of brand and marketing strategies for government to Fortune 500 companies (Spanx, Pepsi, Atlanta Public Schools, Teach for America). Upwards of 10% brand awareness increase post project
  - Team Leader: Managed a team of 15 creatives in a matrix environment. Led the team across tight deadlines, expectations, and business | consumer demands. Additionally, managed agencies-of-record and collaborated with permanent staff.
  - Proven Results: Led Intown Stars Gymnastics marketing to over \$350,000 increase in revenue in the first six months, leveraging both on-and-offline brand and marketing to secure selection to INC 5000® Fastest Growing Companies.
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## CAREER EXPERIENCE & SELECT ACHIEVEMENTS

Intown Stars Gymnastics, Metro Atlanta

2019 - Present

### Marketing Manager

Directed and conducted business's marketing direction, design, research, analytics, brand strategy, and digital marketing. Managed budgets, hired, and led a junior team of five freelancers. Managed agencies through all phases of brand, marketing strategy, and creative development.

- **Elevated Brand Awareness** - Increased B2C sales 37% via research of competitors, trends, marketing strategy, and creative design. Increased year end profit over **one million dollars**.
- **Sales Increases Via Storytelling** - \$6,700 jump in e-mail sales after the first contact in redesigned campaign. 15% sales increase in first 2-weeks. Managed partnered agency on re-targeted ads to complete sales cycle.
- **Team Management**- Managed, mentored, and directed multiple staff and stakeholders.

Marketing Consultant

2017-2019

### Creative Consultant, Marketing

Client list includes Spanx, Pepsi, Atlanta Public Schools, Teach for America, etc. Directed and conducted creative direction, design, research, analytics, brand strategy, and digital marketing for over 100 emerging enterprise businesses, government agencies, and national non-profits. Managed budgets, hired, and led a junior team of marketers. Managed companies through all phases of brand, marketing strategy, and creative development.

- **Scaled Creative Department** - Set the structure of interior needed and nurtured a permanent creative team.
- **Team Leadership**- Nurtured a junior team of five across multiple demands with high talent retention. Managed agencies to execute and partner on omnichannel marketing plans.

- **Annual Plans I Budgeting-** Saved Clients upwards of 37% of wasted talent time via brand management implementation. Crafted yearly creative cross-platform plans in collaboration with marketing with strong results.

Teach for America

2013 - 2017

### Social Media Director

Oversaw the planning and execution of the organic and paid social media strategy to drive network business goals and create/sustain an engaged and loyal audience across multiple social platforms (Facebook/Instagram, Twitter, Snapchat, YouTube, etc.). Collaborated closely with the broader Program Marketing, Brand Creative and Media Planning teams across Teach for America.

- **Increased Digital Engagement-** Identified meaningful and actionable insights, leading to an expanded Facebook audience of 187% in the first six weeks on the job. Grew an Instagram account from 9 million to 20+ million followers
- **Go-to Team Creative** - Managed creative requests, executed design in addition to hiring talent for overflow.
- **Increased Digital Ad Revenue** - Increased ad spend and sponsorship from major retailers.
- **New Digital Initiatives-** Launched TFA's educational video section. Oversaw production weekly diversity videos to engage over 100,000 active users online.

### Recruitment Director

Partnered with the Senior Vice President to lead the annual strategic planning process for the National Recruitment team and worked with sub-team leads to ensure alignment across sub-teams. Led the planning and content creation for all senior leadership meetings (weekly), management team meetings (Monthly), and working groups (Bi-Monthly). Led the planning and execution, in partnership with the leadership team, for all cross-team engagements, including quarterly team (~55 staff members) retreats and monthly full-team calls.

- **Proven Leadership-** Managed a team of 35 managers across the United States to 21% recruitment increase.
- **Digital Recruitment-** Created new digital marketing strategy via social media to help recruitment efforts.
- **Increased Diversity-** Increased recruitment from Historically Black Colleges and Universities by 29%. Spelman College ranking #1 among small school acceptance rates.

Crim High School

2009-2013

### Ninth Grade Academy Leader

Supported principals in the planning for and assignment of staff, including projected vacancies and other HR implications of the principal's budgetary and staffing decision making. Developed innovative approaches for meeting district goals in technology integration across the curriculum, experiential learning, literacy, and diversity. Designed the implementation of new technology regarding student record keeping, continual planning, and building-wide technology plan.

- **Skilled Detail Oriented Writer:** Wrote and garnered 5 million dollar school improvement grant
- **Goals Driven-** Increased end of the course student passage rate to 21% higher than district goals, resulting in a 33% overall increase.
- **Innovated Thinking-** Redesigned the 9<sup>th</sup> grade programming to decrease retention rates.

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### Education

Spelman College, Atlanta, Georgia — *B.A.*

Georgia State University, Atlanta, Georgia — *M.A.*