

AMELIA CHARLOTTE WELLERS

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Education	JOHNSON CORNELL TECH MBA, CORNELL UNIVERSITY	New York, NY
2018 - 2019	Master of Business Administration Digital Marketing Intensive, Merit Scholarship recipient, Forté Fellow, WiTNY member <ul style="list-style-type: none">• Startup Studio – Founder: building the first standalone, smart headphone optimized for runners (ongoing).• Product Studio/Civil – Open Studio 2018 finalist: developed a wearable panic button for Mexican journalists.• Arts & Tech Club – Founder: shared resources and organized events around technology and the arts.	
2009 - 2013	TUFTS UNIVERSITY Bachelor of Fine Arts in Music, Minor in Architectural Studies, <i>cum laude</i> Music Event Staff Manager; Course Instructor: <i>Music and Architecture: Sound and the Built Environment</i>	Somerville, MA
Experience	MAYOR'S OFFICE FOR ECONOMIC OPPORTUNITY – Product Management Apprentice	New York, NY
Spring 2019	<ul style="list-style-type: none">• Defined proxy metrics to measure product impact and mapped user journeys for ACCESS NYC, a web-based screener for citizens to identify and prepare to enroll in government benefits.• Led Google Tag Manager and Google Optimize implementation across multiple product teams to improve A/B testing and tracking efforts.• Re-designed reports to share actionable product metrics with internal and external stakeholders.	
2015-2018	CAMBRIDGE INNOVATION CENTER (CIC) – Building innovation hubs for ~2000 startups in six cities. <i>Formed and led CIC's first marketing team to implement new digital marketing tools and strategies, revitalize and align branding, and ensure scalability as CIC doubled in size and expanded into three new cities.</i> Marketing Lead (2017) <ul style="list-style-type: none">• Proposed, built and launched CIC.com in six months. Collaborated with sales, corporate, legal, tech, community and events teams to overhaul five WordPress sites into one Squarespace site, reducing costs by 90% and increasing user sessions by 60% in first six months. Managed and executed full website development including user research, feedback, personas, sitemap design, prototypes, and content creation.• Launched the first newsletter sharing CIC news, events, and client milestones. Maintained a growing readership (9.5K as of Jan 2019) with a weekly open rate of 25%–30%, twice the industry standard.• Created CIC's first social media team to unify voice, set best practices, and share events and content.• Defined and executed a marketing plan to supersede \$15K/month revenue goal for a new event space.• Led a team of five writers/editors to develop SEO-friendly, brand-reinforcing, short- and long-form content such as client spotlight interviews, podcasts, press releases, and thought leadership articles.• Implemented the first Google AdWords campaigns to gauge SEM effectiveness for new launch sites.• Advised on brand alignment, QA tested, and marketed the launch of the first Client Portal to connect current clients to services, benefits, international partners and alumni. Marketing and Events Coordinator (2015) <ul style="list-style-type: none">• Achieved ~\$40K sales of event space at a 55% pipeline conversion rate (250 completed events in 20 months), guiding event hosts to one of eight CIC venues best suited for their timeframe, program, size, and budget.• As hosts' primary venue contact, led tours, contract negotiations, payment, logistics planning, and rule.• Worked collaboratively to re-develop contracts, partnership criteria, staffing requirements, and promotion processes for VIP, private and public events as the events team grew from three to nine people.	Boston, MA
Consulting, Advising & Contract	MTONOMY – Launched social media, advised on brand strategy, and forged partnerships to generate interest in a blockchain-based distributed media platform. PopUp Music and PUMP – Digital marketing advisor to 16-piece jazz band and a sound installation artist. HOTEL PRO FORMA – Arts Manager . Budgeted, produced and marketed int'l art exhibitions in Copenhagen, Denmark TANGLEWOOD FESTIVAL (BSO) – Artists' Liaison . Managed visiting experience for 100+ world-class musicians.	
2014-2018		
Skills	<ul style="list-style-type: none">• 4 yrs of experience leading cross-functional teams; 3 yrs of experience applying qualitative and quantitative insights to marketing and/or product development; experienced in agile, design thinking, industry analysis• <i>Tools</i>: Tableau, Excel, Squarespace, WordPress, JIRA, Confluence, Streak, Ghost Inspector, Adobe Suite.• <i>Beginners proficiency</i>: SQL, CSS, HTML, Python, RegEx	
Volunteer	VietChallenge Pitch Competition - Mentor for Vietnamese student startups. Let's Code K-12 . Taught Raspberry Pi and coding fundamentals to NYC middle school youth. ZUMIX, Inc. Tutor at an after-school music program for children in Boston's underserved neighborhoods.	
Interests	Vocal performance and songwriting, sourdough bread baking, triathlon training, writing at awellia.com	