

# AMANDA POWERS



Amanda brings a 10-year track record of high performance as an advertising executive to the team. She has extensive experience developing successful campaigns and product launch plans using broadcast, print, and a vast array of digital vehicles like eCRM, banner, and mobile.

She has put brands like Dos Equis "on the map" with her work on the CLIO winning account team for "The Most Interesting Man in the World" campaign. Her broad client experience includes pharmaceutical, airlines, packaged goods, and finance working for firms like Euro RSCG and Saatchi and Saatchi. Amanda thoroughly enjoys helping clients to articulate, imagine, and achieve their goals.

Her commitment to research, focus groups, and product innovation sessions enables her to exceed clients' expectations.

Amanda received a Bachelor of Arts in Spanish and Communications from the State University of New York, College at Potsdam, and earned her Master of Science in Advertising at Boston University.

In her personal life Amanda and her husband chase after two young kids whose energy knows no limits. She is an avid baker, yoga enthusiast, and has run 3 marathons. She is fluent in Spanish due in part to her semester abroad in beautiful Seville.