

Amanda Sutton

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Amanda Sutton has more than eight years of public relations, publishing, and professional writing experience, including staff positions at the University of Oklahoma Press and the University of New Mexico Press. In these roles, Ms. Sutton managed promotional campaigns for more than ten additional distribution clients. With a focus on persuasive writing and media relations, Ms. Sutton has crafted targeted promotional campaigns for books and publishers in the fields of history, anthropology, archaeology, biography, literature, poetry, fine art and photography, and multicultural studies (Chicano, Latin American, and Native American Studies). In 2009, Ms. Sutton launched her own book marketing venture, Ampersand Communications, which currently represents West End Press, Waterford Press, and the University of Oklahoma Press; a Texas university press professional, and individual authors including Demetria Martinez and Ladette Randolph.

PROFESSIONAL EXPERIENCE

Ampersand Communications, Publicist—Albuquerque, NM—*June 2009 to present*

- Develop and execute comprehensive publicity campaigns including traditional media coverage, web outreach, social networking, event planning, and copywriting
- Write and design all materials including press releases, author bios, business cards, postcards, and fliers for clients and company promotions
- Design and update www.ampersandcomm.com website and company and client social networking pages on Twitter and Facebook
- Design company business cards, brochure, and other marketing materials
- Create and monitor budgets for clients' promotional campaigns

Univ. of New Mexico Press, Publicity Manager—Albuquerque, NM—*Sept 2003 to May 2009*

- Developed and executed publicity campaigns for 80-90 books annually for UNM Press and 5-10 distribution clients in all genres, including literature, memoir, history, and art
- Coordinated media coverage for client presses and authors including print, broadcast, and online interviews, book reviews, feature articles, photo spreads, and book excerpts
- Scheduled author events at bookstores, universities, museums, private meetings; planned special press events including open houses, panels, and public presentations
- Developed rapport with local, regional, and national media in New Mexico, New York, etc
- Served as press spokeswoman on new hires, events, awards, and accomplishments
- Created all promotional press kit materials including press releases and author bios
- Garnered endorsements from important political and literary figures for promotional use
- Designed and disseminated print and electronic press kits
- Consulted with marketing team on direct mail, website, advertising, exhibits, and sales
- Edited UNM Press fundraising newsletter, *Book Boletín* and Constant Contact e-newsletter
- Wrote radio, advertising, and catalog copy for new book publications and press initiatives
- Researched and submitted books for awards and other public recognitions

Authors represented

Rudolfo Anaya, Dagoberto Gilb, Elena Poniatowska, Ursula Le Guin, Max Evans, Sam Quinones, Pat Mora, Francisco Balderrama, and Gregory McNamee

Presentations

“The Review Process,” October 3, 2006, UNM creative writing department

Publishing panel, Cherry Creek Library, Albuquerque Tricentennial, February 4, 2006

“What Does a Publicist Do, Exactly?” UNM professional writing program, August 2010

Univ. of Oklahoma Press, Publicity Asst/Copywriter—Norman, OK—*October 2001 to July 2003*

- Coordinated publicity campaigns for all paperback releases and two university press clients
- Wrote press releases and catalog, jacket, and advertising copy for new books
- Wrote other materials including a book’s foreword attributed to the university president
- Designed and disseminated electronic press kits and email alerts
- Compiled distribution lists, pitched books to reviewers, and processed incoming reviews
- Maintained database of author and media contact information

Saxon Publishers, Associate Editor—Norman, OK—*January 2001 to July 2001*

- Researched literacy pedagogy and competing curricula
- Proofread and edited K-2 Phonics and Reading lessons and student and teacher materials
- Wrote explanatory letters and other curricular materials for teachers
- Performed organizational duties to support project management

EDUCATION

Univ. of Oklahoma, Norman, Oklahoma

B.A., Journalism, emphasis in professional writing

B.A., Anthropology, emphasis in sociocultural anthropology

Honors

Cum Laude distinction

Outstanding Senior in Anthropology Award

Morris Foster Professional Writing Scholarship

University of Oklahoma Scholars

University of Oklahoma Salutatorian Scholarship

Univ. of New Mexico, Albuquerque, New Mexico

M.A., Fall 2010, English, emphasis in rhetoric and professional writing

Coursework in publishing, editing, prose style, biography/autobiography, women’s literature, Southwestern literature, classical rhetoric, contemporary rhetoric, and genre theory

PUBLICATIONS

for ***Albuquerque the Magazine***

- “Margaret Randall” Shelflife feature, May 2010
- “Creatives: Jason Yurcic” author profile, September 2009.
- “Behind the Scenes: New Mexico Candle Company,” business profile, August 2009.
- “Creatives: Eco-artist Basia Irland,” artists profile, July 2008.
- “Personalities: John Crawford,” publisher profile, June 2007.
- “Behind the Scenes: Mita Saldana” artist profile, February 2005.
- “Creatives: Randy Cooper,” artist profile, November 2004.

“Nuevo México Profundo,” exhibit review, *Crosswinds Weekly*, May 12, 2005.

“Publicist as Psychotherapist,” guest blog, Murderati.com, September, 30, 2006; reprinted in *Writing Queensland*, Dec. 2006/Jan. 2007.

“UNM Press Editor Offers Distinctive Yet Unified Approach.” *Roundup*, April 2006.

SKILLS

Management

Information: Maintenance of extensive electronic files containing book, author, and media information; attention to detail

Time: Multitasking expertise, ability to work autonomously in a fast-paced environment

Human Resources: Experience managing employees and departmental team projects

Computer

Operating Systems: Macintosh; Windows 95, 98, 2000 Corporate, ME

Applications: Adobe Suite (novice); MS Office Suite (advanced—incl. Word, Excel, Publisher, Picture It!, Photo Editor, and PowerPoint)

Web Design: HTML (novice), MS FrontPage, web based templates

Database: MS Access, CATS Pajamas inventory system

Email marketing: Constant Contact

Communication

Writing: magazine journalism, educational and marketing copy, news releases

Style: Chicago and Associated Press styles, research documentation

Diversity: Interpersonal, intercultural, and intergenerational communication

Foreign languages: German proficiency

MEMBERSHIPS

Member, Association of American University Presses Marketing Committee, 2007-2008

Member, National Federation of Press Women, 2004-2009

Member, New Mexico Press Women Association, 2004-2009

Member, English Graduate Student Association, University of New Mexico, 2008-2010

VOLUNTEER EXPERIENCE

Sam Noble Museum of Natural History—Norman, OK—1999 to 2001

- Created curricula and exhibits explaining scientific and natural concepts
- Acted as a docent in Discovery Room, explaining exhibits to visitors of all ages