

Amy Palmer

Content Marketer

About Me

Experienced Content Creator

I have a degree in Creative Writing and years of experience writing for a variety of publications and audiences

Focusing my Marketing Skills

I've worked on marketing campaigns across disciplines and would like to develop particular marketing communication skills



Education

University of Central Florida

Bachelor of Arts, English-Creative Writing

Summa Cum Laude

Graduated member of Burnett Honors College and LEAD
Scholars (leadership organization)

Recent Work Experience

Media Director

Berroco, Inc

Feb 2016 - Dec 2019

North Smithfield, RI 02909

Developed and executed all marketing initiatives
(email, social, web, video)

Editor, Knitscene magazine & Promotions Manager

Interweave/F+W Media

Jul 2009 - Feb 2016

Fort Collins, CO

Wrote and assigned articles, contributed to email
and social media initiatives, spearhead Instagram
channel development

Work Samples

Email Newsletters

MailChimp, Constant Contact

Wrote, edited, proofed, and sent email campaigns for B2B and B2C audiences

Maintained 26.2% open rate and 4.5% click rate (above industry averages)

Profile email (right):

<http://media.berroco.com/knitbits/KB832.html>

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KnitBits®



Get to know Amy Christoffers!

I've been friends with Amy Christoffers for years, even before we both worked for Berroco. Amy's an incredible designer, effortlessly blending aesthetics and ease into designs that are incredibly wearable. Before joining the Berroco design team as the Design Director, Amy built an immense library of wonderful knitting patterns under her [Savory Knitting](#) brand, many of them designed for Berroco yarns. One of my favorite patterns of Amy's is her [Larch](#) cardigan, designed for [Berroco Ultra® Alpaca Light](#). On the left is Amy modeling her Larch sample, and on the right is me (also Amy, not at all confusing) wearing my own Larch after I had finished it. Seven years after knitting it, this cardigan is still one of my go-to handknits and gets a lot of wear.



A special newsletter from Berroco and our friends at Ístex Lopi

10/31/19

[View this email in your browser](#)

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Hello Berroco Fan!

We're so excited to announce that all of the patterns from Lopi 38 are now available as individual PDFs! Each of the patterns in book 38 were designed by Védis Jónsdóttir, the Head Designer at Ístex. Védis is well known for her beautiful designs using Lopi yarns, having designed numerous patterns for Lopi yarns over the years. In this collection, she deftly uses all weights of Lopi yarns throughout the patterns. They're all available on [Ravelry](#) or at the newly redesigned [Lopidesign](#) website!



Created and sent emails for partner brands (distributed in the US and Canada), collaborating across teams to drive traffic and increase brand awareness

Partner brand email:

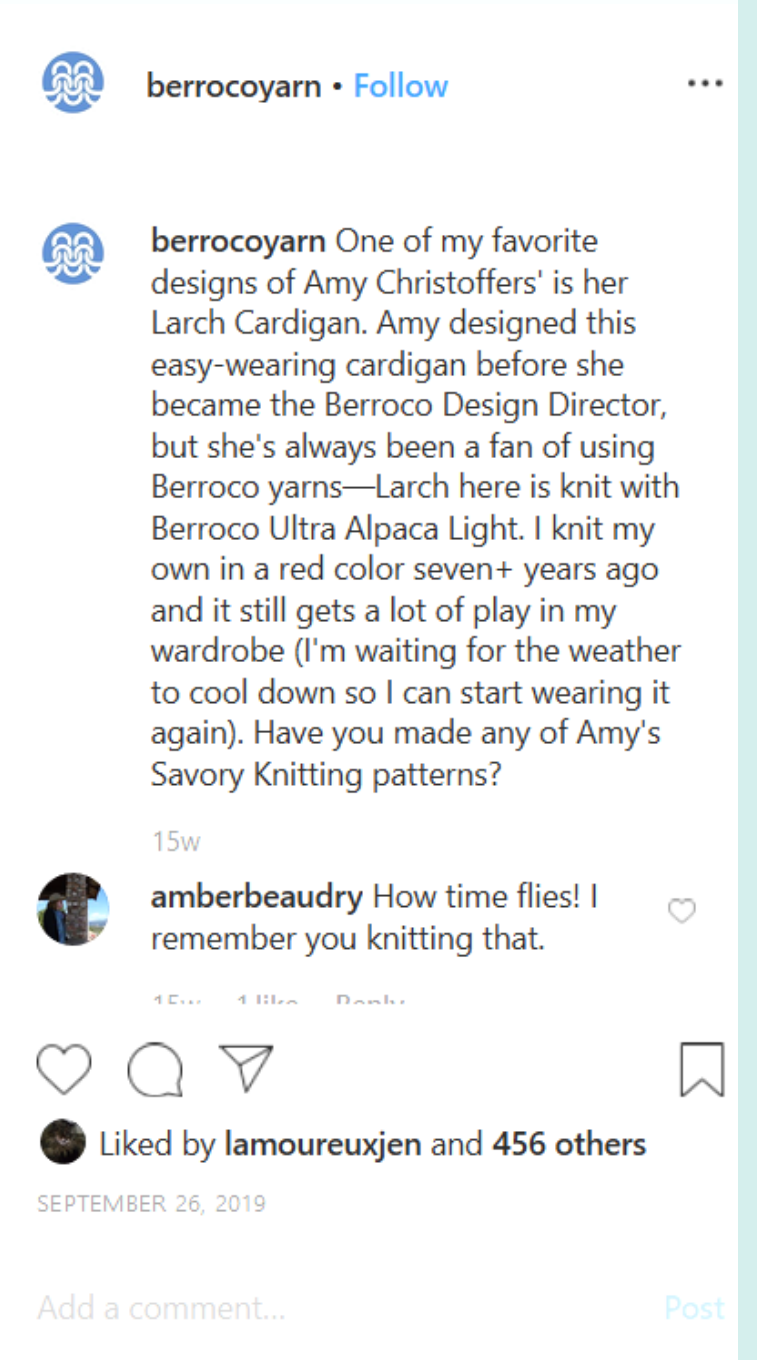
<http://media.berroco.com/knitbits/LopiFW2019.html>

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Social Media


Concepted and executed social media campaigns for Instagram, Facebook, Twitter, and Pinterest. Wrote, edited, proofed, and sent email campaigns for B2B and B2C audiences

Grew Berroco Instagram account by more than 500%, with focus on organic growth with limited paid media



Berroco Yarn
Published by Amy Palmer [?] · October 18 at 8:52 AM · 🌐

To celebrate our new, undyed Berroco Ultra Alpaca, we've got four new patterns in the Ultra Alpaca Natural collection! Here's Fidelia, a gorgeous cabled cardigan pattern that's knit seamlessly from the bottom up. Plus, if you get started on it soon, you could knit it as part of our Cables Knit-along! Find the pattern at berroco.com/patterns/fidelia.



BERROCO.COM
Fidelia
Subscribe to KnitBits® e-newsletter for free patterns, knitting tips, and a...

✔ **Get More Likes, Comments and Shares**
Boost this post for \$30 to reach up to 25,000 people.

4,569 People Reached 590 Engagements [Boost Post](#)

Delivered content to Facebook audiences and analyzed engagement using Facebook Business Tools with audience growth (mostly organic) of 61%

Used limited Facebook Advertising to increase brand awareness and conversions

Last promotion saw 197% increase in followers and 122% increase engagement over 28 days (compared to prior month follower growth and engagement)

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Blogging

Researched, wrote, and proofread content for blogs with eye to search engine optimization

Identified opportunities and assigned blogs to team members as needed

Post at right was developed with a coworker in response to popularity of cabled sweater in the movie *Knives Out* (2019). This post capitalized on the news item and put relevant products in front of consumers, and was shared on social networks. blog.berroco.com/2019/12/13/cable-sweaters-forever/

Cable Sweaters Forever!

December 13, 2019 · alisongreenberroco

The world has been (understandably) overrun with thoughts and feelings about the [cabled sweater](#) worn by actor Chris Evans in *Knives Out*. The Aran-style sweater has been the talk of the town but sadly not too many of those discussions have been focused around knitting your own cabled sweater. But cables are one of my absolute favorite things to knit, so here's a round-up of some of my favorite cabled patterns from Berroco.



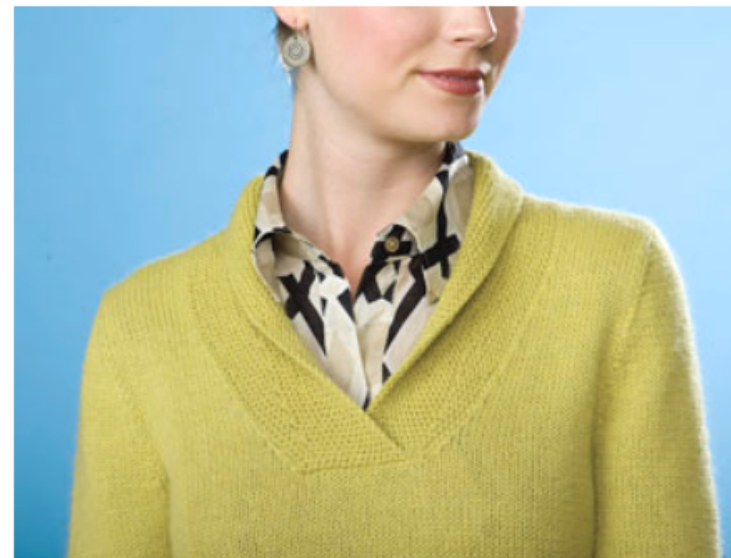
How to Knit a Sweater That Fits You (The First Time)

November 13, 2016 | Author: Amy Palmer

Sweater knitting patterns hold a certain allure to most knitters. The idea of learning how to knit a sweater made by your own hands on chilly evenings sends many of us to our yarn stash to find the perfect yarn in the perfect quantity (finding the perfect pattern is either the easiest thing in the world or a giant chore, and there really doesn't seem to be anything in between).

The possibility of an ill-fitting sweater, on the other hand, is daunting, frightening and downright terrifying. But I'm here to tell you that you can [knit sweater patterns](#) that fit perfectly. The key to learning how to knit a sweater that fit is having all the information you need.

But I'm here to tell you that you can learn how to knit a sweater that fits perfectly. The key to sweaters that fit is having all the information you need. Here are some tips on how to knit a sweater that fits you.



Knitted sweater from [Knitscene](#), Fall 2011

How to Knit a Sweater that Fits You

This post grew out of a print article I'd written for an issue of *Knitscene* magazine. I reworked parts of the article with a focus on search engine optimization, using keywords and the Yoast plugin for Wordpress to increase search engine ranking and create conversions.

interweave.com/article/knitting/how-to-knit-a-sweater-that-fits/

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Video Production

Identified video content that the company was missing, then scripted, filmed, edited, and published all videos.

Used digital SLR cameras and iPhone to film, then Final Cut Pro for editing. Full-length videos were posted to YouTube and Facebook; abridged versions or "trailers" were posted to Instagram.

youtube.com/watch?v=JodAP1j2ZKg&t=2s

The image shows a YouTube video player interface. At the top, the YouTube logo and the channel name 'berrocoyarn' are visible. The video content features several Berroco yarn skeins in the background, with labels for 'Berroco Providence' and 'Berroco Sesame'. In the foreground, there are pattern booklets. One booklet shows a woman's face, and another shows a woman wearing a colorful, textured cardigan. The video title 'New Berroco Pattern Booklets' is overlaid on the bottom right of the video frame. Below the video frame, the video description reads 'Take a look at the new Berroco pattern books!' and shows '1,293 views • Jun 27, 2019'. The video player controls at the bottom show a play button, a progress bar at 0:02 / 1:56, and icons for volume, full screen, and other settings. On the right side of the player, there are icons for likes (9), comments (1), share, and save. At the bottom left, the Berroco Yarn logo and '13.4K subscribers' are displayed. A red 'SUBSCRIBE' button is located at the bottom right.

Programs and Applications Used

Apple iOS and Windows

MS Office

WordPress and Drupal

MailChimp

Facebook Business Tools

Canva

InCopy, InDesign, Photoshop

Social Media

**Google Analytics (AdWords,
Search Console)**

Yoast

Moz

Final Cut Pro

Chicago Manual of Style

**Learning HubSpot and
SEMRush**



Mobile

813-956-6996

Email and LinkedIn

amp1225@gmail.com

[linkedin.com/in/amy-palmer-035ab66/](https://www.linkedin.com/in/amy-palmer-035ab66/)

Address

64 Willow Street

Providence, RI 02909

Contact Me
