

# Amber L. Christian

**CREATIVE MANAGEMENT PROFESSIONAL** with proven track record in Washington, D.C., New York City and in the global marketplace of building brand recognition and custom sales solutions through creative marketing and public relations, including traditional, earned and digital media.

---

## EXPERIENCE:

**Co-Founder, Justin Case Allison Line Media Group, Miami, FL** **12.2016-Present**

*Lead cutting-edge agency that provides custom social solutions for sales funnels, lead gen and branding*

- Create and deploy hyper-targeted social media ad campaigns to impact audiences in a customized way.
- Build advanced lead-generation techniques to scale businesses that have been tested and proven.
- Automate marketing and sales processes to help companies thrive.
- Continually-optimize outreach methods to ensure greatest impact from marketing strategies.

**Principal, Strider Solutions, Miami, FL** **04.2013-12.2016**

*Offer strategic planning, public relations and marketing services to businesses, individuals and non-profits*

- Developed and executed comprehensive marketing plans for upstart authors, public policy outreach, small businesses and special projects for non-profits. Extensive experience with ROI reporting, project budgeting, fundraising and more.
- Promoted, scheduled and managed keynote speaking opportunities with honorarium for clients.

**Public Policy Consultant, New York City, NY** **04.2010-04.2013**

*Direct strategic development, fundraising, branding and event planning for national advocacy committees*

- Promote issue-based campaigns to policy leaders, investors, and decision makers.
- Manage all aspects of annual fundraisers with business leaders, policymakers and donors.
- Seek out and apply for grant opportunities, including project reporting for awarded grants.
- Edit and place opinion pieces on advocacy issues, resulting in over 100 editorials in the nation's top papers, including the Wall Street Journal, New York Post, New York Times and Bloomberg.
- Seek and schedule speaking engagements for thought-leaders as a form of education, promotion and fundraising.

**Brand Executive, Advocacy Ink, Alexandria, VA** **05.2008-04.2010**

*Delivered representation and strategic consulting for a Washington, D.C.-based communications firm*

- Supervised staff on accounts to obtain media attention, brand development and strategy for clients.
- Developed and deployed national and geo-targeting earned media campaigns for a variety of initiatives.
- Directed a media campaign that launched a physician, member-based organization from the founding 12 members to over 18,000 medical-professional members within eight months.
- Developed, managed and edited monthly newsletter for national nonprofit. The hardcopy circular was distributed to over 80,000 members nationally.
- Managed the annual Radio Row division at a nationally-recognized conference with 9,000+ attendees.

**Analyst, The Charles G. Koch Foundation, Associate Program, Washington, DC** **05.2007-05.2008**

*Trained in and executed market-based management projects as an analyst in principled entrepreneurship*

- Interviewed leaders and selected organizations to receive funding from the Foundation.

## FELLOWSHIPS:

**Research Associate, Bluegrass Institute of Public Policy, Bowling Green, KY** **09.2006-05.2007**

*Gathered data for academic papers and projects on improving Kentucky's economy.*

**Strategic Planning Associate, Alcohol/Tobacco/Tax/Trade Bureau, Washington, DC** **05.2006-08.2006**

*Assisted in performance measure development for the U.S. agency that regulates alcohol and tobacco commerce.*

**Fellow, Property and Environmental Research Center, Bozeman, MT** **05.2006**

*Researched areas of environmental protection through market – based solutions and private property law.*

## EDUCATION:

**B.A. in Economics, Mathematics Minor, Western Kentucky University, Bowling Green, KY** **08.2003 – 05.2007**

*Summa Cum Laude, Western Kentucky University's Gordon Ford College of Business*

- Earned First Place *James Ramsey Prize* (\$500 award and formal recognition at graduation) for economic exit paper on developing the economy of Kentucky (May 2007).
- Leadership Certificate, WKU School of Leadership Studies