

# AMBER BROCK

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*I AM A CREATIVE MARKETING STRATEGIST DRIVEN BY CURIOSITY, DATA,  
AND THE CUSTOMER EXPERIENCE.*

## **HEAD OF MARKETING, ARTISAN HARDWOOD FLOORS – 2015 - 2023**

Successfully re-branded the company to appeal to modern audiences

- Restructured communication processes to create revolving, lifelong relationships
- Developed a successful marketing strategy focused on the brand and differentiation that's led to a significant increase in engagement and a 20% increase in incoming leads
- Maintained and directed brand strategies for the cohesiveness of design and integrated messaging throughout all departments

Expertly engaged and grew customer base through digital and traditional channels

- Created and implemented all marketing and advertising strategies to enhance brand awareness and support growth
- Developed and created content for digital channels, social media, website, and email
- Effectively created a new audience and grew existing customer base by 10%

Created and maintained valuable partnerships with community, media, and industry groups

- Developed public engagement strategies to align sponsorships and events with brand
- Engaged and solicited co-sponsors for company events
- Supported all external collaborations to maintain corporate brand and messaging
- Leveraged existing relationships to expand to new and underserved channels

Represented the organization in all PR

- Acted as a spokesperson in all media requests and public speaking events
- Worked with local outlets on project articles and features of our work and company news
- Attended industry and community events to promote company values and brand

Effectively supported Business Development and Sales Team

- Ensured all messaging and collateral were on brand and promoting the business goals
- Worked with teams to create functional collateral items to support sales efforts
- Lead the development of strategies to evaluate and ensure that target audiences align with the brand - both new and existing

Active member of the Corporate Leadership Team

- Identified and implemented growth opportunities between departments
- Worked with team to find creative and innovative solutions to all topics of discussion
- Lead Diversity & Inclusion initiatives, including planning updated benefits with HR
- Guided all employees on the integration of marketing strategies into their roles
- Provided oversight for internal communication to ensure messaging and brand alignment with corporate culture

**SENIOR MANAGER OF MARKETING, ARTISAN HARDWOOD FLOORS – 2013**

Implemented customer relationship processes to increase retention and referrals

- Applied a humanistic approach to sales for B2C and B2B that includes quicker inquiry responses and treating each person as an individual
- Showing customer appreciation through thoughtful gifts at key points in the relationship

Established Artisan has an expert and thought leader in the industry

- Created a four-part educational series on the Science of Hardwoods that received CEU accreditation from the American Institute of Architects and the Texas Society of Architects
- Acted as spokesperson for Artisan at all industry events

**OFFICE + ACCOUNTING MANAGER, ARTISAN HARDWOOD FLOORS – 2010**

Restructured accounting processes to increase customer satisfaction and efficiency

- Automated project processes and e-commerce payment options to improve accounts receivable by 65% and create a paperless office
- Started a quarterly audit process that effectively saved the company over \$300k on P&L in the first year
- Managed and created all department budgets to align with revenue goals

Developed successful recruiting and succession strategies for hiring managers

- Cultivated a cohesive group of employees and contractors that led to a lower turnover
- Created and instituted company policies that advocated for equity and provided benefits for employees, such as maternity/paternity leave and tuition reimbursement
- Established a mentorship program to promote employee development

**ILLUSTRATOR + BLOGGER, AMBERLOVESCOLORING.COM – 2019 - PRESENT**

Illustrated a botanical-themed coloring book for adults

- Navigate the publishing and printing processes to ensure binding styles and paper textures exceed customer standards and expectations
- Establish and manage an e-commerce site that is averaging a 20% increase in sales

Create and develop a marketing campaign and all content for the blog and store

- Engage coloring community on Instagram and Facebook quite successfully, with a rate of 23% and an exponential increase of followers each year

Colorings and processes featured at Edinburgh International Book Festival, 2019

**VICE PRESIDENT, BRIARCREEK OWNERS ASSOCIATION – 2018 - 2021**

Led initiative to protect 175 acres of green space along Wilbarger Creek

- Worked alongside Tree Folks to create a riparian restoration tree planting program for the neighborhood that resulted in the planting of over 40,000 trees

- Consulted with Wilbarger Creek Conservation Alliance to ensure best practices and gain advice on building walking trails that would enhance our conservation efforts
- Cultivated community engagement and managed Public Relations for the Board
- Improved communication between the board and diverse population of over 1600 homeowners by standardizing meetings and encouraging open, in-person dialog

#### **ASSOCIATIONS + MEMBERSHIPS**

- American Institute of Architects, Member + Volunteer – 2017 - Present
- National Trust, Member + Volunteer – 2020 - Present
- National Wood Flooring Association, Member – 2010 - Present
- NARI, Marketing Committee Lead – 2020 - 2021
- American Marketing Association, Member – 2018 - Present
- Worldwide Women’s Association, Member – 2023 - Present

#### **AWARDS + RECOGNITION**

- National Wood Flooring Association, 40 Under 40 List 2022
- Marketing 2.0, Outstanding Leadership in Marketing Award 2023

#### **EDUCATION + DEVELOPMENT**

- University of Houston - Bachelor of Humanities, Minor in Psychology
- IBM Enterprise Design Thinking Practitioner, Certificate - 2023
- IBM Team Essentials for AI, Certificate - 2023
- IBM Data Science, Certificate - 2022
- Google Project Management, Certificate - 2022

#### **PROFICIENCIES**

- Design Tools - Adobe Creative Suite, Figma, Canva, Vimeo
- CRM - Hubspot, Salesforce, Insightly, Method, Netsuite, Zendesk
- Analytics - Google, Adobe, Marketo
- Communication + Content - Google, Mailchimp, Hootsuite, Sprout Social, Eventbrite
- Scheduling + Planning - Asana, Trello, Jira, Gantt Pro, Airtable, Monday
- General - iOS, Microsoft Suite, Google Business, Quickbooks, SAP, Oracle