

# Candace Amos

Brand Strategy | Content Marketing | Executive Branding  
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## PROFESSIONAL SUMMARY

Versatile content marketing leader with a journalism background and proven success managing content teams, crafting high-performing marketing assets, and collaborating across departments. Experienced in creating B2B and B2C content for industries including healthcare, tech, and consumer sectors. Adept at managing client accounts, developing brand voice, and delivering editorial strategies that drive engagement.

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## EXPERIENCE

Houston Methodist | Senior Communications Specialist  
*April 2024 – Present*

- Manage cross-platform content strategies, including marketing copy, web content, social media, and newsletters for senior leadership initiatives.
  - Lead small teams of writers and designers to deliver high-quality, client-facing content that aligns with marketing and organizational objectives.
  - Collaborate directly with executives and marketing teams to develop brand narratives and thought leadership campaigns, ensuring consistency across all channels.
  - Produce content that supports patient engagement, community outreach, and digital marketing goals, adapting voice and tone for varied audiences.
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Los Angeles Times | Deputy Social Media Editor  
*Feb 2022 – Aug 2023*

- Led real-time content distribution for Instagram and Twitter during high-stakes events like elections and the Oscars, ensuring rapid, accurate coverage.
  - Built and optimized editorial workflows for a 400+ person newsroom, improving speed and cross-team collaboration.
  - Coached 50+ reporters and editors on platform-native storytelling, helping shift legacy processes toward modern content delivery.
  - Launched short-form video strategies that generated 1M+ views and increased Gen Z engagement by 40%.
  - Contributed to a Pulitzer Prize-winning newsroom initiative by crafting a multi-platform social media strategy.
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The Daily Beast | Social Media Director  
*Sept 2019 – Jan 2022*

- Directed all social storytelling, content rollout, and brand voice development across platforms for a bold, voice-driven newsroom.
  - Grew Instagram audience by 212K+ through refined content pillars and streamlined production.
  - Launched cross-platform promotions for flagship podcasts and newsletters, supporting top-10 Apple rankings.
  - Partnered with product, design, and editorial leads to unify messaging and elevate audience engagement.
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Daily Mail | Audience Development Editor  
*Apr 2019 – Aug 2019*

- Generated 60M+ page views through tailored content strategies for Apple News, Flipboard, and Yahoo.
  - Revitalized Pinterest strategy, driving significant referral traffic through lifestyle content.
  - Created affiliate-driven content for Prime Day, generating \$200K+ in sales in 48 hours.
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New York Daily News | Head of Social Media  
*Apr 2015 – Jul 2018*

- Led a six-person team covering real-time breaking news and viral content strategy.
  - Created the newsroom's first social media style guide, aligning tone and voice across platforms.
  - Drove national pick-up of political coverage by transforming complex stories into viral social moments.
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Us Weekly | Style & Beauty Writer  
*Jul 2014 – May 2015*

- Produced 5–7 daily lifestyle and celebrity stories, blending SEO strategy with engaging storytelling.
  - Covered red carpets and trend launches in real time, boosting engagement across platforms.
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New York Post | Features Writer  
*Sept 2008 – Jul 2014*

- Reported lifestyle, entertainment, and trend stories for NYPost.com and PageSix.com.
  - Produced longform Sunday features and covered high-profile events like New York Fashion Week.
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## **SKILLS & TOOLS**

Editorial Systems | Content Operations | AI-Enhanced Workflows | Newsletter Strategy | Media Relations  
| Team Coaching | Audience Development | Cross-Functional Collaboration | Brand Storytelling | Project  
Management

Platforms: ChatGPT | Claude | Perplexity | Asana | Trello | Buffer | Hootsuite | Adobe Creative Suite |  
Canva | Slack | Campaign Monitor

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## **EDUCATION**

Bachelor of Arts, English  
Livingstone College