

# AMANDA THAYER

CONTENT CREATOR AND PODCASTER

ALL SOCIALS AND PAGES

athayer0907@gmail.com

## MY WEBSITE



## ABOUT ME

Chicago area-based content creator with a focus in motion graphics, video editing, and creative writing.

Graduating from Governors State in 2018, I received a Bachelor's in Art with a major in Media Studies and Communication. I took classes pertaining to target audience, marketing, advertising, and adapting to different media platforms.

During college, I was hired on as a production assistant creating graphics, videos, and camera operation for our campus news program and other professional productions such as the "American Psychological Association" and "Respond to Violence".

I also worked as an intern for Chicago production company Big Shoulders Digital Video Production located downtown in the city that catered to many Chicago clients. I worked with those such as Lou Malnati's Pizzeria, SPIN Chicago, and did animated mapping for ESPN.

Currently, I work full-time and create projects on the side. I also have a growing podcast that I write, record, edit, and market.

Right now, I am starting to seek out UGC opportunities (no specific niche), affiliate marketing and partnerships. I have growing social media platforms with a Disney/Pixar niche as well as with my podcast, "Saturday Morning Serial", which pertains to all things entertainment and fandom. My social media pages garner new followers daily. Additionally, I also write and publish training materials for Pharmacy Technicians via my Etsy shop.

49.7K

TOTAL SOCIAL  
MEDIA HITS ON  
ALL PLATFORMS

Data recorded from  
March 22 - April 20, 2025 for Instagram,  
Threads, and TikTok

1.2K

IG FOLLOWERS

As of April 21, 2025 and counting  
@cowgirlamanda95

1.2K

TIKTOK FOLLOWERS

As of April 21, 2025 and counting  
@cowgirlamanda95

## SKILLS:

- Adobe Photoshop
- Adobe Premiere
- Adobe Audition
- Adobe Illustrator
- Final Cut Pro
- Adobe After Effects
- Autodesk Maya (animation)
- Creative Writing
- Project Management
- Organization
- Advertising
- Social Media Marketing
- UGC
- B2B Relationships
- Video Editing
- Sound Editing
- Motion Graphics
- Animation

# *WHY I CHOSE THE TOY STORY NICHE*

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I grew up with the Toy Story movies and overall Disney. Toy Story is my number one fandom and I am having such a fantastic time connecting with fellow fans of the films by bringing them news such as upcoming movie news, new merchandise drops, historical information and throw-backs, and everything else in this scope!

It is my way of having a creative outlet doing things that I am passionate about such as content creation, marketing products, and engagement. Why not bring together one of my most favorite things in the world and implement what I learned in my studies? It is a great time and my following count is always growing!

One thing I have learned over the years is to be unapologetically yourself and my social pages have helped me embrace my inner-nerd.



## *SATURDAY MORNING SERIAL PODCAST*

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Podcast discussing, reviewing and analyzing topics such as movies, television shows, and overall fandom with your hosts Amanda and Mike! We review and discuss anything we find interesting and love talking about Marvel, Star Wars, Disney, Horror Films, and more!

This is another creative outlet of mine which I can utilize my sound editing, video editing, writing, communication (social media and verbal), and project management skills. I have a separate media kit for my podcast, so please let me know if you would like a copy!

[www.saturdaymorningserialpodcast.com](http://www.saturdaymorningserialpodcast.com)



## *FUTURE SOCIAL MEDIA GOALS*

WHAT I HOPE TO ACHIEVE WITH MY CONTENT EXPERIENCE

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Since I am a Media Studies major, my passion is content creation through the mediums of video editing, writing, and motion graphics. My goal is to achieve the following:

- Partner with brands to promote their products or experiences;
- Work with brands on UGC creation to market their products;
- Engage with various audiences and continue to grow a following;

# Full Resume