

Amanda Jacobs

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SUMMARY

Change management consultant with extensive experience in guiding organizations through digital transformation and aligning technology with human values. As founder of Ethos AI, led initiatives in responsible AI adoption, enhancing governance and operational efficiency. Recognized for developing frameworks that scale organizational trust and drive sustainable growth, aiming to leverage expertise in change management to facilitate seamless transitions and innovation.

CORE EXPERTISE

- **TECHNICAL SKILLS:** AI Compliance Systems, Data Visualization, Google Analytics, SEO/SEM, Adobe Creative Suite, AI Strategy, LLM Integration, Prompt Engineering, API Orchestration, Responsible AI, AI Governance, Automation, Data Ethics, AI Readiness Strategy, Agentic AI Design
- **CORE EXPERTISE:** AI Governance, Data Ethics & Compliance, Predictive Analytics, Digital Transformation, Workflow Automation, Marketing Innovation, Executive Education, Thought Leadership, Human-Centered Design

EXPERIENCE

Ethos AI Solutions

2025 - Present

AI Strategy Consultant

The Woodlands, TX

- Designed a Neural Trust Mapping system to ensure AI-human alignment, enhancing collaboration and trust in AI applications
- Built ethical AI adoption frameworks that met HIPAA & GDPR standards, improving compliance and trust in AI systems
- Delivered global executive AI education and thought leadership sessions, enhancing understanding and strategic implementation of AI in business

Service Pro Marketing

2020 - 2024

Marketing Specialist

Austin, TX

- Managed digital marketing for 50+ national brands, tripling lead volume.
- Led redesign of brand strategy, improving franchise web metrics 3x.
- Directed SEO and paid ad campaigns that increased engagement 300%.

Trestles Construction Solutions

2016 - 2018

Sales & Marketing Manager

CA

- Implemented HubSpot CRM & LinkedIn outbound programs for 60% more leads.
- Managed omnichannel digital ad production and analytics, improving ROI tracking and optimizing ad spend efficiency

Penta State, LLC

2016

Marketing Manager

TX

- Spearheaded two web redesigns, achieving first-page SEO ranking and increasing website traffic and user engagement
- Managed investor marketing materials and developed an event-based engagement strategy, enhancing investor relations and increasing participation in events

EDUCATION

University of North Texas

BBA, Entrepreneurship

- **Achievements:** Magna Cum Laude, Dean's List

AWARDS

- Hackathons Competition – 1st Place
- Ricco Ethics Award
- Pepsico Innovation Finalist
- New Venture Creation Finalist