

AMANDA “MANDY” LEE

SOCIAL & COMMUNITY LEAD · PODCAST PRODUCER · DEV TOOLS & B2B SAAS

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SUMMARY

Social media and community lead for developer tools and B2B SaaS with 15+ years in tech marketing and editorial. Own social strategy and community engagement across channels like X, Bluesky, Instagram, and LinkedIn, translating launches and technical updates into measurable reach, engagement, and clicks. Build repeatable systems that scale publishing, amplification, and advocacy.

SELECT IMPACT

- Grew a developer brand's X following by ~40% in under three months, including build-log content that earned two Elon Musk amplifications in successive weeks, reaching roughly 24M and 13.6M impressions (Kilo)
- Shipped my own tooling: analytics dashboards with signup attribution, content-recycling, and newsjacking automation, so social decisions are measured, not guessed
- Ghostwrote multiple distinct executive voices simultaneously without any of them sounding ghostwritten
- 15+ years translating technical launches into social that developer audiences actually respect, across Netlify, Honeycomb, New Relic, and others

CORE SKILLS

Social strategy & launch distribution · Executive/founder ghostwriting · Developer & technical messaging · Reporting & iteration (reach/engagement/clicks) · Workflow systems + AI-assisted ops · Lightweight creative production (Canva/Descript/short-form)

EXPERIENCE

Social Media Lead, **Netlify**

2025–2026

- Lead social strategy and execution across key social channels for launches, milestones, and high-stakes communications
- Translated technical updates and changelogs into clear, high-frequency social distribution
- Built and operationalized an “anchor post + golden hour” amplification system to increase employee participation and launch-day momentum
- Developed an internal AI-powered social content workstation with AI-assisted workflows to accelerate drafting and improve content reuse of high-performing formats
- Prototyped analytics and sentiment workflows to surface trends, flag risk signals, and guide content iteration

Social Media Lead, Kilo Code

2026

- Owned end-to-end social strategy and execution for the @kilocode brand across X, LinkedIn, Instagram, and Bluesky at an open-source agentic engineering platform, ghostwriting in parallel for the CEO and members of DevRel
- Published 2,899 posts in under three months while lifting LinkedIn engagement rate from 4.2% to 14.4% and sustaining a ~2.4% blended rate
- Created build-log content compelling enough to earn two Elon Musk amplifications in successive weeks (reaching roughly 24M and 13.6M impressions), then converted the resulting follower wave with a recurring model-test franchise and a follower-conversion playbook
- Grew the X account by roughly 11,000 followers over the tenure (~40% account growth)
- Led the real-time #Claudepocalypse newsjacking campaign in my first week, driving 4,600+ link clicks and 400+ new followers
- Stood up an engineer posting program built from one-on-one interviews with the team, turning internal voices into a repeatable distribution channel
- Built and shipped three internal tools to run social as infrastructure: Lookback, an analytics dashboard (multi-platform tracking, an 11-bucket content taxonomy, per-voice reporting, social-to-signup attribution, AI-generated summaries), a content recycler (RSS-matched newsjacking with AI spin and fabrication detection), and a newsjacking/competitor-intel automation agent delivering scheduled briefs
- Ran competitive campaigns and real-time newsjacking around major market events (Cursor acquisition, Copilot billing shift, model launches), plus a #1 Product Hunt launch and migration campaigns

Social Media Manager & Content Writer, Leapter

2025–2026

- Led messaging, blog, and social narrative for an AI-native system design platform focused on visible, auditable, human-verifiable logic
- Shaped Leapter's positioning in agentic AI, deterministic tooling, and executable blueprints
- Ghost-authored thought-leadership blog posts, including *Agentic AI Hype vs Reality*, *Who Owns the Logic?*, and *Deterministic Tools for AI Agents*
- Translated complex AI and system design concepts into clear messaging for technical and non-technical audiences
- Wrote the announcement for Leapter's €2M pre-seed raise and built a consistent founder voice across launch communications

Fractional Marketing Partner, DevReps LLC

2021–Present

- Provide senior-level content and social support to startups and small teams, often increasing output and consistency through repeatable formats and editorial systems
- Write and ship cross-channel campaigns, including social threads, launch messaging, email sequences, and technical content
- Coach founders and internal teams on voice, posting habits, and distribution strategy to grow reach and engagement without adding process overhead
- Clients include thoughtbot, Honeycomb, Lightstep, New Relic, PagerDuty, and others

Podcast Producer, Tech Podcasts

2010–Present

- End-to-end producer for developer podcasts for tech brands and independent creators; featured work includes Hanselminutes, Page It to the Limit, The Dead Code Podcast, the Acima Development Podcast, Greater Than Code, and thoughtbot's Giant Robots Smashing Into Other Giant Robots and The Bike Shed
- Manage end-to-end production: editing, publishing, show notes, and release cadence
- Create promotional hooks and short clips to support social distribution

EDUCATION

B.A., Professional Writing and Communications, Penn State University, 2008
Lambda Pi Eta Honor Society