



**AMBER TOLLEFSON**

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**Amber Tollefson**

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Amber Tollefson was born and raised in Boca Raton, Florida. She was a student-athlete who became a Sports Producer and eventually grew into a Branding & Marketing Specialist. After Spanish River High, she went on to be a 2-time captain of the Florida State Women's collegiate soccer team who made it to the Final 4 her senior year. Raised in a family of entrepreneurs, she has 2 older brothers, one of whom owns a franchise company called Tikiz with her father who formerly worked at IBM in Boca Raton; her eldest brother is a SVP at Westfield; and her mother owns her own Care Management company in Boca Raton.

Out of a need for a collaborative work solution, Amber Founded The Flamingo House, which is a community-building coworking space located in Downtown Boca Raton. This work lifestyle is geared toward remote workers who crave a fun and productive workspace. Established in 2016, The Flamingo House Group has operated two locations and have been working on an innovative model for future workspace. Tollefson & The Flamingo House was featured in Boca Magazine's "10 under 40." Amber is focused on intentional community-building and ideating modern work solutions.

In addition to owning a coworking space, Tollefson is a Brand Strategist. Amber formerly worked in the sports production industry. She was an Editor at ESPN in Bristol, CT; for 7 years, she worked as the Coordinating Producer for the Miami HEAT. She won 7 Suncoast Emmy-Awards spearheading the show, Inside the HEAT, and she was apart of 2 NBA Championships during the "Big 3" years; she was the Lead Producer/Editor for SunSports shows: Inside the Marlins & Inside the Panthers; she then became the Senior Promotions Producer/Editor for FOX Sports Florida where she executed Marketing Campaigns to promote the 6 professional teams in Florida. She won 3 Advertising Telly Awards for Commercial Campaigns Directed/Produced/Edited by Tollefson and was a winner of a FOX Sports National Marketing Campaign contest. During her corporate journey, she founded a 501(c)(3) Non-Profit Organization, called The GIVE N GO Project, where they collected soccer gear and conducted clinics for orphanages & foster homes to create a team atmosphere for children without families. GIVE N GO was recognized at the ESPYs for their work in communities. She left corporate to continue Docu + brand C R E A T I V E, her video/branding/idea agency, where she worked on a national FOX Sports GO campaign with artist, Flo Rida; as well as with hospitality marketing clients, branding Autograph Collection Hotels in the Northeast: some notable Marriott's are: The Row in Somerville/Boston area, Envue overlooking NYC and The Artisan Hotel in New Hampshire. She co-founded and is currently building a SAAS that simplifies the branding process through an application called Brand Starter Kit.

Amber Tollefson specializes in branding, video + marketing strategy. Amber has worked with some of the best in the industry to model how to integrate 360 degrees of marketing effectively. She believes in authentic storytelling and that telling a narrative is vital to the success of mission-driven marketing. Formerly, she held a seat on The City of Boca Raton's Art in Public Places board. She has a passion for placemaking, especially in her hometown of Boca Raton.

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