



Amy | Lynn | Smith

alswrite.com

Communication has the power to change minds and change lives.

WHAT I WANT TO DO

Share my vast experience and my passion for issue advocacy, strategic communication and consumer education with communication firms and organizations to create and circulate imaginative, results-oriented content.

WHAT I'VE DONE

- @ **Freelance Writer + Communication Strategist.** Constituent, consumer, business and employee communications. 1993-Present.
A content chameleon adept in strategic storytelling, public interest communications, marketing, persuasion, public relations and leadership-level communications in all media. Areas of expertise include healthcare, issue advocacy, social justice, health literacy, politics, media, business and cultural trends.
- @ **Contributor.** Eclectablog. 2013-Present.
News writing/reporting, commentary and essays for the blog called "indispensable" by both Rachel Maddow and the *New York Times Magazine*, with an emphasis on healthcare issues.
- @ **Communications + Media Coordinator.** Lisa Brown, Oakland County Clerk. Feb.-Aug. 2013.
Content and strategy for internal/external communications and media, on a consulting basis.
- @ **Deputy Digital Director / Team Organizer.** Obama for America-Michigan. 2012.
As Deputy Digital Director: Content curation, event and field activity coverage with photos/stories, social media messaging, blog posts, communication planning/execution and digital organizing. As Team Organizer: planning, coordinating and leading team field activities and communications.
- @ **Coordinating Producer.** September Moon Production Network.
Video production and script writing.
- @ **Managing Editor.** Campbell-Ewald Publishing.
Writing, editing and account management for constituent content marketing communications.

WHAT EXPERIENCE I OFFER

- @ **Content and communication strategist.** Experience at all levels, with all audiences and in all genres including digital, print, video, speeches, podcasts and multi-media campaigns. Writing, strategy and program management, bringing together every messaging medium that can best deliver lively, engaging content, with an emphasis on strategic storytelling. Current and recent clients include Spitfire Strategies, UN Refugee Agency (UNHCR) Innovation Service, American Foundation for the Blind and ACLU of Michigan.
- @ **Healthcare.** Wide-ranging expertise including health reform, wellness, preventive care, patient decision aids, patient advocacy and communication, treatment, research and insurance. Content for clients including Consumer Reports for Choosing Wisely, Johns Hopkins, Kaiser Permanente and Detroit Medical Center.
- @ **Organizing and engagement.** Leadership experience that strengthens my ability to communicate about an entity's initiatives and objectives, while uniting constituents and leaders at an interpersonal level.
- @ **Bachelor of Arts, Communications.** Wayne State University, Detroit.

See my portfolio, blog, recommendations and more at alswrite.com.

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