



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 civic engagement with communication firms and organizations to create and circulate imaginative, results-oriented content.

WHAT I'VE DONE

@ **Freelance Writer + Communication Strategist.** 1993-Present.

A content chameleon adept in strategic storytelling, public interest communication, messaging, issue advocacy, social change, persuasion and behavior change, marketing, public education, public relations and leadership-level communications in all media. Areas of expertise include healthcare, social justice, systems change and issue campaigns.

@ **Contributor.** Eclectablog, 2013-2020.

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, reproductive rights and LGBTQ issues.

@ **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 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 in all genres including digital, print, video, speeches, op-eds and multi-media campaigns. Writing, strategy and project management, bringing together every messaging medium to best deliver lively, engaging content, with an emphasis on strategic storytelling. Current and past clients include Spitfire Strategies, UN Refugee Agency (UNHCR) Innovation Service and Enterprise Risk Management Unit, UN Global Pulse, W.K. Kellogg Foundation, American Foundation for the Blind, American Printing House for the Blind, ACCESS, Resolve to Save Lives, an initiative of Vital Strategies [Senior Communications Advisor on the US COVID-19 Response Team], Burness, USP and ACLU of Michigan.

@ **Healthcare.** Wide-ranging expertise including health reform, preventive care, patient decision aids, patient advocacy and communication, treatment, research and insurance. Content for clients including Consumer Reports for Choosing Wisely, FHI360, 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. Also includes storytelling training and speaker coaching.

@ **Bachelor of Arts, Communications.** Wayne State University, Detroit. Currently studying for a master's degree in Public Interest Communication at University of Florida (online).

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

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