



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 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 senior-level content chameleon adept in strategic storytelling, public interest communications, messaging strategy and execution, issue advocacy, social change, persuasion and behavior change, marketing, public-facing education, public relations and leadership-level communications in all media.

@ **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 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 engaging content. Current and past clients include UN Global Pulse, UN Futures Lab, Spitfire Strategies, UN Refugee Agency's (UNHCR) Innovation Service and Enterprise Risk Management Unit, W.K. Kellogg Foundation, New America, American Foundation for the Blind, American Printing House for the Blind, ACCESS, Consumer Reports, Burness, USP, ACLU of Michigan and Resolve to Save Lives, an initiative of Vital Strategies.

@ **Narrative change.** Through storytelling and other communications, catalyzing social and systems change. Areas of expertise include healthcare, inclusion for marginalized groups such as people who are blind/low vision and refugees, and innovation in the humanitarian sector.

@ **Organizing and engagement.** Leadership experience that strengthens communications about an entity's initiatives and objectives, while uniting constituents and leaders at an interpersonal level. Also includes storytelling training and speaker coaching for various organizations and individuals.

@ **Community service.** Member of the Guiding Council for the German nonprofit Unser Dialog (Our Dialogue).

@ **Education.** Master of Arts in Mass Communication, concentration in Public Interest Communication, University of Florida; Graduation with Distinction honors. Bachelor of Arts, Communications, Wayne State University, Detroit.

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

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