

Amy Lynn Smith  
amy@alswrite.com  
248.417.3047  
Birmingham, Michigan  
www.alswrite.com



## SUMMARY

- Senior communications strategist, storyteller and award-winning advocate.
- Consultant to nonprofits, foundations and communication firms with local, national and international reach.
- Recognized expert in providing compelling, actionable content and project management with an emphasis on issue advocacy and catalyzing positive social change.
- Skilled in managing teams and projects, with an established track record working with high-level executives, multiple stakeholders and coalitions.
- Areas of expertise include healthcare, inclusion for marginalized groups including people who are blind/low vision, immigrants and the LGBTQ+ community, civil rights, innovation and strategic foresight.

## EXPERIENCE

### Principal: Amy Lynn Smith – Writer + Strategist

1993-Present

A content chameleon adept in strategic storytelling, public interest communications, messaging strategy and execution, issue advocacy, social change, narrative persuasion and behavior change, marketing, public-facing education, public relations, development, grant writing, speaker coaching, writing coaching and leadership-level communications across all media.

A sampling of clients and accomplishments:

- **United Nations Futures Lab** – Led the creation of a communications strategy designed to encourage the use of futures thinking for this start-up initiative of the UN Secretary-General dedicated to futures and foresight.
- **United Nations Global Pulse / UNHCR's (UN Refugee Agency's) Innovation Service** – Researched, wrote and edited stories, working with stakeholders ranging from top leadership to refugees to elevate the visibility of their complex work by making it more accessible and engaging.
- **American Foundation for the Blind** – Project managed, wrote and edited the organization's donor newsletter; created fact sheets and summaries of research; supported their strategic goal of changing the narrative on blindness; wrote a new case for philanthropic support and wrote numerous grants, bringing in significant funding.
- **Spitfire Strategies** – Delivered content creation and strategy to the country's leading public interest communications agency for client projects, internal content (case studies, staff profiles) and proposal writing that resulted in securing numerous large-scale projects.
- **ACLU of Michigan** – Provided strategic and content guidance on efforts to ban discriminatory practices by state-funded adoption agencies; supported their work with an independent blog series on the lives of transgender people and provided pro bono training to guide transgender people in self-advocacy.
- **Consumer Reports** – Served for five years as the sole researcher and writer of more than 50 two-page guides for patients on overused or unnecessary tests and treatments, in partnership with the ABIM Foundation.
- **Eclectablog** – Crafted numerous blogs on specific issues such as series educating the public on the Affordable Care Act and Medicaid Expansion (which earned a MichUHCAN Community Health Care Hero award for the use of social media that helped encourage passage in the legislature) as well as the rights and lives of transgender people.
- **Obama for America-Michigan, 2012** – Served as Deputy Digital Director; provided content curation, event and field activity with photos/stories, social media messaging, blog posts, communication planning/execution and digital organizing. Simultaneously served as a Team Organizer; planned, coordinated and led field activities and communications.

Additional clients and details are available at [www.alswrite.com/about/my-clients](http://www.alswrite.com/about/my-clients).



Amy Lynn Smith  
WRITER · STRATEGIST

## 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.

## COMMUNITY SERVICE

- Member, Advisory Council, Center for Public Interest Communications at the University of Florida.
- Lead speaker coach and a steering committee member, *frank* gathering at the University of Florida.
- Member of the Guiding Council for the German nonprofit *Unser Dialog* (Our Dialogue).

## NOTABLE ADDITIONAL EXPERIENCE

- Agency experience previous to establishing a consultancy:
  - **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.
- 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 organizations and individuals.
- Public speaking. Conducted two onstage interviews and presented one solo talk at the *frank* gathering at the University of Florida; delivered an IGNITE talk at Netroots Nation; led presentations and workshops for gatherings including the American Foundation for the Blind Leadership Conference and Public Interest Communications Summer Institute.

Portfolio, blog, recommendations and more at [alswrite.com](http://alswrite.com). References available on request.