

Amy Lynn Smith
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www.alswrite.com



SUMMARY

- Senior communications strategist, storyteller, public interest communicator, professor/coach 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, civil rights, innovation, strategic foresight and inclusion for marginalized groups.

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, teaching and leadership-level communications across all media.

A sampling of clients and accomplishments, current and past:

- **United Nations Futures Lab** – Leading the creation of a communications strategy designed to encourage the use of futures thinking for this initiative of the UN Secretary-General.
- **United Nations Global Pulse and UNHCR's (UN Refugee Agency's) Innovation Service** – Researching, writing and editing stories, working with stakeholders ranging from top leadership to refugees, to elevate the visibility of their complex innovation work by making it more accessible and engaging.
- **Spitfire Strategies** – Delivering strategic storytelling, narrative change content and thought partnership to the country's leading public interest communications agency for client projects, internal content and proposal writing that secured numerous large-scale projects.
- **ACLU of Michigan** – Providing guidance and content on a broad range of issues in line with the organization's strategic objectives, as well as grant writing and donor relations materials.
- **American Foundation for the Blind** – Project managing, writing and editing the organization's donor newsletter; creating fact sheets and summaries of research; supporting their strategic goal of changing the narrative on blindness; writing a new case for philanthropic support and writing numerous grant proposals.
- **Consumer Reports** – Serving for five years as the researcher and writer of more than 100 two-page guides for patients on overused or unnecessary medical tests and treatments, in partnership with the ABIM Foundation.
- **Louisiana Public Health Institute** – Creating thought leadership content on a variety of public health issues.
- **Center for Public Interest Communications at the University of Florida** – Writing and editing support for internal and client projects.
- **Eclectablog** – Crafting numerous blogs on 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 encouraging passage in the legislature), reproductive healthcare access and transgender equality.
- **Engage Michigan** – Creating nonpartisan content to educate the public about the process of voting for the state Supreme Court in 2024, which helped the campaign achieve its goal of ensuring voters cast a ballot, ultimately maintaining a fair and balanced court.
- **Obama for America-Michigan 2012** – Serving as Deputy Digital Director, providing content curation, covering event and field activity with photos/stories, social media messaging, blog posts, communications planning/execution and digital organizing.

Additional clients and details at www.alswrite.com/about/my-clients.

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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 AND SKILLS

- **Agency experience.** Before 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.** Hands-on experience that informs communications about an entity's initiatives and objectives as well as uniting constituents and leaders at an interpersonal level. This expertise was shaped by serving as a Team Organizer for Obama for America-Michigan 2012, including planning, coordinating and leading field activities and communications.
- **Teaching.** Adjunct faculty member, University of Florida College of Journalism and Communications (online), for both undergraduate and graduate courses in public interest communications.
- **Coaching.** Writing/storytelling training and speaker coaching for organizations and individuals, including curriculum development.
- **Storytelling to catalyze action.** Strategic storytelling that motivates audiences to take desired action, including community involvement, legislative decision-making and donating to fundraising efforts.
- **Team leadership.** Successfully heading up teams on various projects, coordinating all aspects from concept to creation through production. Experience directing theatre over a 20-year period, demonstrating the ability to lead and coordinate participants working in multiple disciplines.
- **Public speaking.** Conducting two onstage interviews and presenting one solo talk at the *frank* gathering at the University of Florida; delivering an IGNITE talk at Netroots Nation; leading presentations and workshops for gatherings including the American Foundation for the Blind Leadership Conference and Public Interest Communications Summer Institute.

Portfolio, recommendations and more at alswrite.com. Additional information at [LinkedIn](#).

References available on request.