

Amy Lynn Smith
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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 undergraduate and graduate courses in Public Interest Communications and Storytelling, respectively. Adjunct lecturer, Oakland University Department of Communication, Journalism and Public Relations, Rochester, Michigan, for an undergraduate course in Public Speaking.
- **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.