


AMANDA PLOCHARSKI

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 [Personal Website](#)

 (267) 642 - 8405

Educational History

- **Central Bucks High School East || 2016-2019**
 - Graduated Summa Cum Laude
 - Distinguished Honors (2016-2019)
 - Yearbook Editor-in-Chief (2018-2019)
- **The George Washington University || 2019-2023**
 - Intended BA in Journalism and Mass Communication
 - Minors in Political Science and Criminal Justice
 - GPA: 3.89
 - Had writing pieces circulated through GW's School of Media and Public Affairs' faculty members
 - Class Council Director of External Affairs

Professional Experience

- **Communications Fellow for Feldman Strategies || June 2022 - Present**
 - Compile daily press clips and coordinated media requests for dozens of clients
 - Pitch story ideas and client expertise to both print and TV media targets
 - Draft press releases, media pitches, advisories, talking points and reporter memos for clients and reporters
 - Built and manage more than 40 targeted press lists that resulted in tens of stories published in major outlets (The Hill, The New York Times, Politico, People Magazine, etc.)
 - Executed media rapid response plan for *Dobbs v. JWHO* decision day by coordinating day-of media requests, sending press releases and advisories, staffing a 100 person press call, and supporting Planned Parenthood affiliates
- **Video Editor for The GW Hatchet || February 2020-Present**
 - Winner of the Society of Professional Journalist's "Best All Around Paper" award in 2022, 2021
 - Research and pitch weekly video ideas and long-term video projects
 - Manage and lead a team of 12+ videographers
 - Instruct and teach other videographers how to use cameras and editing software
 - Communicate with professional sources and independently run interviews
 - Have some of the highest viewed and interacted with videos on our YouTube channel
- **Communications Assistant for The George Washington University Columbian College of Arts and Sciences || January 2021 – May 2022**
 - Utilize backend content management systems to build and oversee websites for 42 academic departments
 - Design, create and manage three digital newsletters that are sent to 10,000+ students and faculty
 - Create, post and manage content on three different social media accounts associated with the University
 - Support 500+ faculty members with department events, advertising and website management

Skills

- **Computer:** Microsoft Office | Google Drive | Adobe Premiere Pro | Adobe Photoshop | Drupal | WordPress | Emma | Critical Mention | Canva
- **Communications:** Knowledge of AP style | Compiling daily press clips | Building press lists | Media pitching | Social media management | Building newsletters