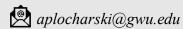
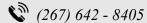
AMANDA PLOCHARSKI









Educational History

• Central Bucks High School East || 2016-2019

- o Graduated Summa Cum Laude
- o Distinguished Honors (2016-2019)
- o Yearbook Editor-in-Chief (2018-2019)

• The George Washington University | 2019-2023

- o Intended BA in Journalism and Mass Communication
- Minors in Political Science and Criminal Justice
- o GPA: 3.89
- o 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

- o Compile daily press clips and coordinated media requests for dozens of clients
- o Pitch story ideas and client expertise to both print and TV media targets
- o 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
- o Research and pitch weekly video ideas and long-term video projects
- o Manage and lead a team of 12+ videographers
- o Instruct and teach other videographers how to use cameras and editing software
- o Communicate with professional sources and independently run interviews
- o 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

- o Utilize backend content management systems to build and oversee websites for 42 academic departments
- o Design, create and manage three digital newsletters that are sent to 10,000+ students and faculty
- o Create, post and manage content on three different social media accounts associated with the University
- o 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