# Objective

As an experienced development and communications consultant for Gallagher Group, LLC in New York City, Amy brings creative solutions from a wide perspective. Amy has written for a number of national and global media, journalism, education, and environmental non profits as well as for profit tech companies and a mental health technology start up on projects including: strategic planning, advising, monitoring and evaluation, communication and grant-making support, advocacy and policy change. Amy specializes in adapting complex information to communicate a clear message. A storyteller at heart, Amy excels in leading an organization’s digital communications efforts to advance productivity in helping write productive, clear messaging throughout all digital mediums. Recent national/global clients: The Communications Network, *The Huffington Post*, News Literacy Project, Global Investigative Journalism Network, *AlterNet,* *inewsource*, Environmental Health Sciences, Retro Report, and local: The Art Station, Sage Labs, LLC and G5.

# Experience

## Marketing and Communications Consultant 2013 – present GALLAGHER GROUP, LLC, New York

**Marketing and Editorial Communications**

* Delivered rich editorial content to increase engagement of new projects via Case for Supports,   
  Proposals, materials related to corporate, foundation and individual prospects, Case Statements,   
  board presentations, Executive Summaries and Year End Appeals.
* Utilized strategic planning, content marketing, and social media awareness to form best approach  
  to appeal to foundation and individual donors and interpreted company CSR statements (Corporate Social Responsibility).
* Partnered with other marketing consultants on the west coast on a variety of projects to utilize experience levels, contacts and resources to create best business strategy for optimal growth.

**Fundraising for Non Profits**

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| * Global fundraiser and grants writer for domestic, Canadian and international clients and raised  over 1.5 million, increased mission awareness, connected executive directors, corporate CEOs and  celebrities to build on connections and relationships for continued progress and sustained growth. * Ran feasibility study and interviews for investigative journalists, editors, board members and media consultants for SWOT (strengths, weaknesses, opportunities, threats) analysis. * Wrote and edited promotional materials to advance mission of non profits in the media/ education/environment space and helped increase social message awareness by 50%. * Tracked potential donor solicitation for foundations, corporations and individual donorsvia Salesforce. |
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## Creative Strategist 2014 – Jan. 2016 Sage Labs, LLC, Bend, OR

* Built web content with Technology Developer and delivered rigorous social media plan for product roll out of healthcare industry mobile app.
* Conducted social sector market comparisons to analyze competitor programs for myDBT clinicians to gain a deeper awareness of how the app can best serve the patient and clinician.
* Built content and brand awareness through internal team building, profession relations development and strategic message delivery via Twitter, Facebook and company website.

## Fundraising Consultant 2014-2015 Nomad Charities, Bend, OR – Kibwezi, Kenya

* Social media rebranding, international fundraising, set performance goals, tracked prospective donors and managed US accounts while Executive Director sought Kenyan funds.
* Developed community building and outreach strategies through Facebook and local events around town, like Friday art walks and music venues to build awareness around Nomad’s current projects and needs.
* Managed PR, strategized board member feasibility study, set new client meetings with local businesses like *humm kombucha*, as prospective partner.

**Director, Technical and Creative Writing Department** **2008 – 2013**  
**University of Phoenix, Portland, OR**

* Taught Technical Writing for Business strategies courses.
* Led 12+ teaching team to develop curriculum, incorporate their work experiences to course work to bring real life business strategies to academic work.
* Coached students to improve editorial quality, relevant content, attention to audience and to analyze and interpret data to keep up with business expectations of quality control.

**Business Development Manager 2003 – 2008  
Stark Neurosciences Research Institute, IUPUI, Indianapolis, IN**

* Recruited clinical research investigators to build Stark’s center for neuroscience research.
* Proofread and edited early and final research and publication documents for Principal Investigators.
* Assisted Grants Manager in compiling application materials for NIH research grants including RO1, RO3, research projects in pain management, brain and spinal injury.

# Education

# 2008 Creative Writing Workshop, Butler University, Dr. Dan Barden, director, Indianapolis, IN 2006 MA Literature/Irish Drama, Indiana University 2000 University of Iowa, Creative Writing Summer Workshop, Trinity College, Dublin, Ireland 1996 Secondary Education Teaching Certificate, Indiana University 1992 BA English Literature - University of Evansville, Evansville, IN Harlaxton College, Semester Abroad, Grantham, England

# Professional Development

Social Media, Mobile and Reputation Management Course (Sept 2015) OSU

Board Secretary, *Kôr Community Land Trust (since early startup),* Bend, OR

Affiliate, Oregon Nonprofit Association, Portland, OR

Salon Speaker, World Muse, May 2016, Bend, OR

**Interests**

* Published in [*Punchnels*](http://www.punchnels.com/contributors/)*.*
* Wrote/directed original plays for [*fertile ground festival*](http://www.pdxplaywrights.org/wp/fertile-ground-2011/).
* Yoga instructor, RYT 200-hr.
* French – high intermediate level.