

Amanda Holdsworth

Strategic and metric-driven communications

Successful communication is the art of relationship-building. For nearly two decades, I have provided innovative and research-supported communications, public relations and marketing services for leading institutions. Whether evaluating and analyzing campaign results, developing internal processes, crafting effective branding strategies or engaging people one-on-one to grow audience networks, I am personally invested in the work I love.

CAREER HISTORY

OaklandSchools 2016 - 2018
Director of Communication Services
Oakland Schools



2013 - 2016
Director of Communications (promoted)
Marketing and Communications
Manager
University of Michigan's Business
Engagement Center



2013
Director of Communications
Samaritas (formerly LSSM)



2009 - 2013
Executive Director of Communications
and Marketing (promoted)
Director of Communications and
Community Relations
Cleary University



2006 - 2009
Director of
Communications
Detroit Country
Day School



2005 - 2006
Director of Admission and
Public Relations
Kensington Academy



2004 - 2005
Marketing and Communications
Manager
MGH Institute of Health Professions



2003 - 2004
Director of Public Relations
Special Olympics Massachusetts



BY THE NUMBERS

20

years of experience in private and public higher ed and K-12: radio, registrar's office, athletics, international programs, teaching, admissions, communications and marketing



52%

increase in new student inquiries over two years after successful rebranding at Cleary

8

world-class branding/re-branding campaigns managed at top institutions

\$800K

departmental budget managed while overseeing five employees at Cleary

44%

average reduction of costs through new, improved communications workflow and marketing processes

6.5MM

impressions garnered over a single year at Special Olympics Massachusetts including four front page articles

3x

the number of enrolled students after implementing a new marketing and outreach plan at Kensington Academy

\$<20K

to re-brand U-M's BEC, saving money through vendor negotiations and in-house talent utilization

1

bloody sock that helped springboard an MGH Institute Physical Therapy faculty member to foot and ankle injury stardom

18

separate crises managed at Samaritas

\$0

spent building Find Shelter Now, an app to help people assist others in finding the nearest shelter to meet their needs

38MM+

non-athletic print media impressions secured at Detroit Country Day School

17

industry awards for communications and marketing including CASE V and Hermes Gold Awards, and recognition from the Alliance for Women in Media

SKILLS



EDUCATION

Ed.D. in Organizational Change and Leadership
University of Southern California
4.0 GPA | 2017

M.A. in Strategic Public Relations
University of Southern California
3.73 GPA | 2002

B.S.B.A. in Communications Management
Robert Morris University
Minor: Honors International Studies
4.0 GPA | 2000

CONTINUING EDUCATION

Digital Media Marketing and App Development coursework, 2013
New York University

Lean Six Sigma Green Belt, 2011
Cleary University

Certificate of Online Instruction, 2009
Central Michigan University

Accreditation in Public Relations (APR), 2008
Universal Accreditation Board



WHAT THEY SAY

"For years, we turned to Amanda as both a problem solver and a strategic communicator. She has a stellar work ethic and is always on top of her game. Supportive to her co-workers and inspiring as a leader, she's a rare combination of talent and personality."

- Scott Bertschy, Director of Development and Alumni Relations, University of Michigan's School for Natural Resources and Environment

"A gifted writer and marketer, Amanda possesses a keen understanding of the link between audiences and organizations. Witty, personable and incredibly smart, she is the first person I call when I need professional communications advice."

- Marissa DiMaggio, Director of Marketing, Star Fisheries, Inc.

"An effective planner, well-organized and appropriately assertive, Amanda developed the university's PR strategy and moved its marketing processes from chaotic to intentional, gaining a 15-20% improvement in brand recognition. She is bright, yet affable; sophisticated, yet cordial."

- Tom Sullivan, President, Cleary University (retired in 2015)



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