

# AMANDA LEFF RITCHIE

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## EXPERIENCE

### COMMUNICATIONS MANAGER

**Eckert Seamans Cherin & Mellott, LLC**

**2014 – 2020 (Furloughed)**

- Managed high-profile projects in legal Marketing Department, including the redevelopment of firm website (launched 2016), complex cross-discipline RFP responses for top-tier clients, industry surveys & ranking submissions, leadership award nominations, c-suite presentations, Artificial Intelligence Law Blog, intranet news content, newsletters, social media, and in-house style guide.
- Utilized breaking news to secure interviews with local and national broadcast and print media, pitching firm lawyers as experts on topics related to their practices; responded to HARO queries.
- Promoted firm news, awards, and newly-hired attorneys; established and maintained custom media distribution lists for each office across more than 10 regions.
- Maintained website in WordPress; wrote and refreshed content, including practice group descriptions, attorney bios, and “Greater Good” features about the firm’s community service and pro bono work; launched “Attorney Spotlight” web feature and wrote 40+ profiles to date.
- Managed Google Analytics; produced monthly reports on practices and attorneys receiving the most traffic.

### PUBLIC RELATIONS & COMMUNICATIONS MANAGER

**Kelly Strayhorn Theater**

**2013 - 2014**

- Managed marketing and public relations initiatives; quickly increased media coverage by 250%.
- Developed promotions and strategic community partnerships to increase brand visibility.
- Wrote compelling copy for news releases, e-newsletters, advertisements, and other promotional material driving ticket sales. (Resigned when position was reduced to part-time.)

### SENIOR PUBLIC RELATIONS SPECIALIST & MANAGING EDITOR

**Chatham University**

**2011 - 2013**

- Planned, wrote, and edited institutional magazine while coordinating with development (fundraising) team, alumni affairs, and photographers, designer, and managing freelancers.
- Managed public relations and wrote/edited marketing materials, e-newsletters, and website, with major focus on the School of Sustainability and the Environment and Eden Hall Campus, Center for Women’s Entrepreneurship; and Pennsylvania Center for Women and Politics.

### CONTRIBUTING WRITER

**Various Clients**

**2004 - 2018**

- Wrote feature stories/profiles, newsletters, and grants for clients such as Paste Magazine, the Greater Pittsburgh Community Food Bank, and Shady Side Academy.
- Served as Innovation & Startups Editor for Pop City Media, a weekly online magazine.

### SENIOR NEWS REPRESENTATIVE

**University of Pittsburgh**

**2006 - 2011**

- Managed public relations for Graduate School of Public and International Affairs, Katz School of Business, and international studies programs; generated 1,000+ positive media placements in local, national, and international media outlets.
- Independently launched Pitt’s official Facebook and Twitter accounts; established and implemented social media strategies to engage community; and went on to lead social media workshops twice annually as part of Human Resources’ faculty and staff development program.
- Wrote award-winning content for faculty and staff newspaper, The Pitt Chronicle.
- Promoted to Senior title in 2010 for superior performance.

## EDUCATION

### OHIO UNIVERSITY

Bachelor of Science in Journalism, *magna cum laude*

- Areas of specialization: Art History & Creative Writing

### CHATHAM UNIVERSITY

Graduate Coursework in Nonfiction Creative Writing MFA Program

- Summer Community of Writers Residency
- The Art & Craft of Narrative
- Writing Creative Nonfiction: Memoir

## CORE SKILLS

- Corporate Communications
- Publications
- Public & Media Relations
- Copywriting & Editing
- Social Media Management
- Project & Proposal Management
- Marketing
- Website/Content Management
- Photo & Video Editing
- Research & Information Gathering

## COMMUNITY INVOLVEMENT

- Reading Mentor, Reading is Fundamental Pittsburgh (2017 – 2020)
- Foster Care Provider & Outreach Volunteer, Going Home Greyhounds (2011 – 2019)
- Child Life Volunteer, Children's Hospital of UPMC (2007 – 2009)

## AWARDS & HONORS

- **ROBERT L. VANN AWARD, Pittsburgh Black Media Federation**  
Best Newspaper Series: First Place (2012); Second Place (2008); Third Place (2009)
- **National Council for Advancement and Support of Education**  
Served on panel of judges for Circle of Excellence Awards: Periodical Staff Writing (2012)
- **GOLDEN QUILL AWARD, The Press Club of Western Pennsylvania**  
Non-Daily Newspapers, Feature (2010)