

AMANDA LEFF RITCHIE

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EXPERIENCE

Freelance Writer

2004 - Present

Various Clients – National

- Write feature stories/profiles for various clients, including Paste Magazine, Chicago Health Online, HigherEducation.com, DeVry University, Shady Side Academy, and Shady Side Magazine.
- Served as Startups and Innovation Editor for now-defunct online magazine, Pop City. (2014)
- Wrote monthly e-newsletter for the Southwestern Pennsylvania Food Security Partnership. (2014)
- Authored a series of 25+ blog posts about sustainable living for thegoodhuman.com. (2013 - 2014)

Communications Manager, Marketing Department

2014 - 2020

Eckert Seamans Cherin & Mellott, LLC – Pittsburgh, Pa.

- Initiated and managed high-profile projects: website redevelopment, complex cross-discipline RFP responses for top-tier clients, industry surveys & ranking submissions, leadership award nominations, C-suite presentations, AI Law Blog, intranet news, newsletters, social media, and corporate style guide.
- Leveraged breaking news to secure media interviews; pitched lawyers as practice area thought leaders; responded to media queries; promoted firm news, awards, and newly-hired attorneys; established and maintained custom media distribution lists for each office across 10+ regions.
- Maintained WordPress site; wrote and refreshed content, including “Greater Good” features about firm’s community service and pro bono work; launched and wrote “Attorney Spotlight” feature; edited images and graphics for site and intranet; produced Google Analytics reports.

Public Relations & Communications Manager

2013 - 2014

Kelly Strayhorn Theater – Pittsburgh, Pa.

- Managed marketing and PR initiatives; **increased media coverage by 250% through strategic outreach.**
- 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

2011 - 2013

Chatham University – Pittsburgh, Pa.

- 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, the Center for Women’s Entrepreneurship; and the Pennsylvania Center for Women and Politics.
- Planned, wrote, and edited institutional magazine while coordinating with development (fundraising) team, alumni affairs, photographers, designer, and managing freelancers.
- Enhanced university reputation through special projects and successful award nominations, including Second Nature: Climate Leadership Award (2013), Association for the Advancement of Sustainability in Higher Education: STARS Gold (2012), and U.S. Environmental Agency (2012, 2013).

Senior News Representative, Office of Public Affairs

2006 - 2011

University of Pittsburgh – Pittsburgh, Pa.

- 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; implemented social media strategies to engage community; and led social media workshops for 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

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

DIGITAL PROFICIENCIES

- Microsoft 365 (Word, Excel, PowerPoint, Outlook, Teams)
- Google Analytics & G Suite
- Facebook, Twitter, LinkedIn, Pinterest, Instagram, YouTube, Vimeo
- Hootsuite, TweetDeck, Zapier
- Muck Rack, Cision, Burrelles
- Citrix, Zoom, Skype
- Adobe Creative Cloud
- Mailchimp, iContact
- WordPress, Drupal, Wix CMS
- Microsoft & Mac Operating Systems
- Basic video & photo editing, HTML, and graphic design abilities

COMMUNITY INVOLVEMENT

- Reading Mentor, Reading is Fundamental Pittsburgh (2017 - 2020)
- Foster Care Provider & Outreach Volunteer, Going Home Greyhounds (2011 - 2019)
- Member, Chatham Climate Committee (2011 - 2013)
- Child Life Volunteer, Children's Hospital of University of Pittsburgh Medical Center (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)