

amandaleffritchie

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EXPERIENCE

Communications Manager

Eckert Seamans Cherin & Mellott, LLC, Pittsburgh, PA

June 2014 — Present

- Directed creation and execution of firm's new web identity from initial concept and design through launch, including development agency selection and collaborative process oversight, writing/editing more than 400 pages of content, and facilitating photo shoots for 350+ attorneys across 14 offices.
- Directed relaunch of firm Twitter account; manage day-to-day social media content.
- Write and curate new web content via bi-weekly refresh of homepage features, including "Greater Good" features about firm's community service and pro bono work.
- Coordinate public relations outreach and collaborate with PR agency on strategic initiatives.
- Develop and edit marketing collateral and developed in-house style guide based largely on AP Style.
- Assist in the execution of annual client events, attorney retreats, and legal forums.
- Manage and write submissions for numerous industry surveys and ranking publications and leadership awards, achieving success in firm visibility and recognition.

Contributing Writer

Various clients, national and regional

2004 — Present

- Write feature stories/profiles, newsletters, and/or grants, for clients such as Paste Magazine, the Greater Pittsburgh Community Food Bank, and Shady Side Academy.

Innovation & Startups Editor

Pop City Media, Pittsburgh, PA

March 2014 — July 2014

- Covered Pittsburgh innovation and tech startup news for weekly online magazine.
- Featured community "disruptors" and groups promoting girls in STEM.

Public Relations & Communications Manager

Kelly Strayhorn Theater, Pittsburgh, PA

November 2013 — February 2014

- Managed marketing and public relations initiatives – increasing media coverage by 250 percent and promoting KST's community-focused, low-cost arts programming for youth.
- Developed promotions and strategic community partnerships to increase brand visibility.
- Wrote compelling copy for news releases, e-newsletters, advertisements, and publications.

Senior Public Relations Specialist & Managing Editor

Chatham University, Pittsburgh, PA

May 2011 — November 2013

- Managed PR 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 first academic community in the world built from the ground up for sustainable development, living, and learning; Center for Women's Entrepreneurship; and the Pennsylvania Center for Women and Politics.
- Planned, wrote, and edited institutional magazine content while collaborating with designer, photographer, development team, alumni affairs, and freelancers.
- Enhanced university reputation through special projects such as coordination of the annual National Girls and Women in Sports Day event and successful sustainability and leadership award nominations.
- Worked to reduce university's carbon footprint and achieve sustainability in energy use as member of Chatham Climate Commitment Committee.

EXPERIENCE *(continued)*

Senior News Representative

University of Pittsburgh, Pittsburgh, PA

July 2006 — May 2011

- Managed public relations for the Graduate School of Public and International Affairs, Joseph M. Katz School of Business, and international studies programs; generated more than 1,000 positive media placements in local, national, and international media outlets.
- Wrote award-winning content for faculty and staff newspaper, The Pitt Chronicle.
- Established and implemented social media strategies to engage community.
- Led university-wide social media workshop twice annually, teaching faculty and staff best practices.
- Promoted to Senior title in 2010 for superior performance.

EDUCATION

Bachelor of Science in Journalism, Magna Cum Laude

Ohio University, Athens, OH

AWARDS & HONORS

Robert L. Vann Award, Pittsburgh Black Media Federation

Best Newspaper Series: 1st Place (2012); 2nd Place (2008); 3rd Place (2009)

National Council for Advancement and Support of Education

Served on panel of judges for Circle of Excellence: Periodical Staff Writing (2012)

Golden Quill Award, The Press Club of Western Pennsylvania

Non-Daily Newspapers, Feature (2010)

COMMUNITY INVOLVEMENT

Holiday Project Coordinator

Hilltop Community Children's Center, Pittsburgh, PA

November 2007 — Present

Foster Care Provider & Community Outreach Volunteer

Going Home Greyhounds, Pittsburgh, PA

March 2011 — Present

Child Life Volunteer

Children's Hospital of UPMC, Pittsburgh, PA

September 2007 — January 2009

COMPUTER SKILLS

- Social media: Facebook, Twitter, LinkedIn, and Pinterest
- Microsoft Office: Excel, Word, PowerPoint, and Outlook
- Email marketing clients: MailChimp, iContact, and Constant Contact
- Graphic design: Adobe Photoshop and InDesign
- Video hosting and editing: YouTube, Vimeo, and iMovie
- Operating systems: Mac OS X and Windows