

Amy Adamy

Award-winning public relations leader.

EXPERIENCE

Lansing Board of Water & Light, Lansing, MI— Public Relations & Marketing Manager

February 2014 - PRESENT

Served as the spokesperson for the organization internally and externally, including media interviews; developed talking points, speeches and company-wide emails for executive management; managed crisis communications including during an international hacking incident, catastrophic storms and extraordinary customer issues; led and managed communications and print shop staff; highlighted workforce diversity and community involvement through award winning ad campaigns; directed all social media accounts; wrote, narrated and directed informational videos and commercials; redesigned, launched and managed external website and mobile app; served as chief editor for internal quarterly magazine; wrote external monthly customer newsletter; hired in as social media coordinator and promoted three times to current title.

WLNS-TV6, Lansing, MI — Digital Content Supervisor

June 2012 - February 2014

Delivered live broadcast reports; supervised digital team; wrote and designed content for the station's website, including breaking news stories, videos, photo galleries and specialty content pages; utilized social media as a communication and promotional tool to inform and engage viewers; designed station news and weather mobile apps; hired in as the social media/web coordinator and promoted to listed title.

Self Employed, Lansing, MI — Communications Consultant

July 2014 - July 2016

Advised clients on social media best practice strategies; developed social media strategies for nonprofits, local and international businesses; assisted in website management and redesign.

EDUCATION

Michigan State University, East Lansing, MI — Master of Public Health

January 2013 - August 2016

Obtained a Master's in Public Health (MPH) with an emphasis in communications and telehealth; overall GPA 3.94.

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SKILLS

WPM 110

Public relations

Crisis communications

Media relations

Executive writing

Video and Photo editing

Microsoft Office

AWARDS

2025 10 Over the Next Ten Recipient, Lansing Regional Chamber of Commerce

2025 Bronze Award, American Advertising Federation of Lansing, "Here to Help" Commercials

2024 Marketing Excellence, ENERGY STAR – Marketing ENERGY STAR products

2024 Award of Excellence, Public Relations Society of America – August 2023 Storm

2023 Award of Merit, East Central District PRSA – Communicating Rate Changes

2023 Gold & Bronze Tellys, Telly Awards – Gold for the "Simple Thing" commercial and bronze for the Delta Energy Park video tour.

Grand Valley State University, Grand Rapids, MI —
B.S. Broadcast Journalism, B.A. Anthropology

August 2008 - April 2012

Dual degree in four years; four year member of Varsity Swim Team; Lambda Alpha Anthropology Honor Society; studied abroad in Egypt; member of Colleges Against Cancer.

2022 Pinnacle Award, Public Relations Society of America - Community Resource Fairs

Emmy Nomination 2020, Michigan Chapter - Lansing BWL 40+ Commercial

2020 Excellence in Communications, Public Relations Society of America - Lansing BWL 40+ and Hometown Leaders commercials

2020 People's Choice, Public Relations Society of America - Lansing BWL 40+ Commercial

2019 Excellence in Public Power Communications, American Public Power Association - Lansing BWL 40+ Commercial

2018 Excellence in Public Power Communications, American Public Power Association - #EggWatch2018

Emmy Nomination 2014, Michigan Chapter - No Colon Still Rollin'

CERTIFICATION

Executive Leadership Certificate, Public Relations Society of America

October 2025

Crisis Communications Certificate, Public Relations Society of America

March 2023

Certified Tourism Ambassador (CTA), Certified Tourism Ambassador Program

February 2022

Accreditation in Public Relations (APR), Public Relations Society of America (PRSA)

September 2021

Digital Signage Expert, DSEG

March 2016

VOLUNTEER

Central Michigan Public Relations Society of America, Lansing, MI

May 2023 - Present

Serve on Board of Directors and the Accreditation Chair; mentor APR candidates through the accreditation process.

Ingham County Medical Care Facility, Okemos, MI

January 2016 - December 2023

Served as vice chair; member of the communications committee.

Crohn's & Colitis Foundation of America, Lansing, MI

June 2013 - July 2020

Served as marketing chair for local CCFA Chapter; acted as emcee for Take Steps walk annually.