

Amy Adamy

Award winning public relations leader.

EXPERIENCE

Lansing Board of Water & Light, Lansing, MI— *Communications 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; lead and managed communications team; managed crisis communications including during international hacking incident, catastrophic storms and extraordinary customer issues; highlighted workforce diversity and community involvement through award winning ad campaign; directed all social media accounts; wrote, narrated and directed informational videos and commercials; redesigned, launched and managed external website and mobile app; wrote and published 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; 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

Speech writing

Public relations

Media relations

Crisis communications

Video and Photo editing

Microsoft Office

AWARDS

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'*

**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.

CERTIFICATION

**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

Ingham County Medical Care Facility, Okemos, MI

January 2016 - Present

Serve as vice chair; member of the communications committee.

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

June 2013 - July 2020

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