

# AMANDA WROTEN

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## PROFESSIONAL EXPERIENCE

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### Newport News Police Foundation

March 2016 – Present

#### Executive Director

- Leads the organization in outreach as the primary communicator and manager of the public affairs program and outreach efforts, delivering interviews, presentations, and implementing strategic communications.
- Provides communication responses that are televised, in interview format, or in written form.
- Advocates for issues important to policing and serving as a source of advice and information to police officers and executives, public officials and members of the news media.
- Provides leadership in developing program, organizational and financial plans with the Board of Directors and staff and carry out plans and policies authorized by the board.
- Oversees the financial strength of the organization including developing long and short-range financial priorities accurately to support the needs of the program and staff, monitoring the budget, and ensuring sound financial controls are in place.
- Develops content for dissemination through print and electronic media, information concerning the mission, programs, resources, personnel, and accomplishments of the organization.
- Writes and implements strategic communication plans for a variety of programs, topics and needs to support the mission of the organization.
- Ensures the accuracy of information and produces, sets, proposes, and meets deadlines. Sees projects from conception to completion.
- Interviews and consults with law enforcement subject matter experts to obtain latest information for use in media releases and products.
- Produces innovative written material which generate interest concerning department activities, programs, and events.
- Obtains and maintains effective working relationships with dignitaries, representatives of local, state, federal and national departments and organizations, as well as local and major news outlets and organizations.
- Reviews and evaluates grant funding and funding opportunities. Maintains a list of grants and disseminates as needed. Coordinates memorandum of understanding and agreement with partners.
- Researches analyzes and evaluates administrative and organizational procedures, programs, goals and objectives to achieve maximum utilization of resources. Manages all aspects of grant programs. Prepares written and oral reports, proposals, correspondence, and other metrics and recommendations to a diverse audience.
- Assists in negotiating vendor contracts/agreements and making sure vendors comply with contracts/agreements; vendor invoices are received and processed for timely payment. Manages and executes all contracts for major projects, coordinates special events, group meetings and programs.
- Conducts official correspondence of the organization, and jointly, with designated officers, execute legal documents.
- Communicates and serves as a liaison with elected and government officials, nonprofits, and private sector groups and members of the press and general public. Supports a wide variety of city events.

### Boy Scouts of America - Newport News, VA

September 2014- February 2016

#### Finance Director

- Implements a crisis communication plan as necessary and follows the plan when responding to inquiries.
- Oversaw the recruitment and retention of up to 10,000 youth and 3,500 adult members/volunteers.
- Responsible for all capital campaign (\$16,000,000) and annual campaign gifts, including major donor acquisition.
- Served as the primary media spokesperson, including crisis communications resulting in routine article and news coverage, including national media.
- Crafted, submitted and secured grant proposals and funding.
- Developed national advertising campaigns including social media efforts.
- Assembled the team to close the organization's largest gift ever.

### Gloucester Mathews Humane Society - Gloucester, VA

April 2014 – September 2014

#### Executive Director

- Oversaw, supported, and promoted strategic development planning and fundraising activities to meet annual budget.
- Managed \$3,500,000 in fixed assets and an operating budget of \$1,000,000.

### Newport News Green Foundation - Newport News, VA

September 2009 - March 2014

#### Executive Director

- Served as the spokesperson, representing the organization at a variety of events and as a dignitary, marketed the organization to grow its base of support, funding, and status in the community.

- Managed an operating budget of \$400,000, liquid assets of \$700,000 and fixed assets of \$3,000,000.
- Developed grassroots marketing efforts through social media.

**Wolseley/Ferguson - Newport News, VA**

**May 2008 - August 2009**

**Public Relations Coordinator**

- Developed and implemented the organization's first social media policy. Served as primary on the project research and implementation.
- Tracked media coverage and responds to requests and inquires for information from the media, public, other groups and agencies; coordinates and prepares issuance of press releases, fact sheets and other informational materials; designs, creates, proofreads, and/or edits materials such as graphics, publications, pamphlets, brochures, and newspaper ads.
- Served as the official spokesperson for Wolseley's North American operating companies, including Ferguson, Stock Building Supply and Wolseley Canada, providing a professional response during non-traditional working hours.
- Oversaw public relations activities, new location and acquisition announcements, community relations, and philanthropic outreach.
- Actively identified local, national, and trade media opportunities where appropriate and developed relationships for future contacts.
- Engaged a network of over 1,400 locations and over 19,000 remote associates; assists senior level management.
- Provided graphic design support to the communications team.
- Provides expert advice and counsel to senior level management and officials, resulting in effective communication with the public.

**Boy Scouts of America - Newport News, VA**

**November 2004- May 2008**

**Community Relations Director**

- Oversaw the recruitment and retention of up to 10,000 youth and 3,500 adult members/volunteers.
- Responsible for all capital campaign (\$16,000,000) and annual campaign gifts, including major donor acquisition.
- Served as the primary media spokesperson, including crisis communications resulting in routine article and news coverage, including national media.
- Managed the office and critical business operations.
- Crafted, submitted and secured grant proposals and funding.
- Developed national advertising campaigns including social media efforts.

**EDUCATION**

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**Old Dominion University Norfolk, Virginia**

Master of Arts - Humanities with an Emphasis in Culture, Technology and Social Change

**Old Dominion University Norfolk, Virginia**

Bachelor of Arts in communication/minor in English - Summa Cum Laude

**INSTRUCTION EXPERIENCE**

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**Old Dominion University & Christopher Newport University - Adjunct Instructor of Communication**

- Created and implement course agenda, lesson plans, and activities to meet course objectives

**AWARDS & VOLUNTEER WORK**

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Boy Scouts of America President's National Marketing Award:

2006 – Brochure      2006 – Collateral      2008 – Video      2014 – Website      2015 - Newsletter

2018 President John Broderick Diversity Champion Award – Old Dominion University

International Association of Chiefs of Police (foundation member and presenter), Rotary Club of Newport News (former board member), Order of the Arrow (Vigil), Eastern Star (former officer), Chamber of Commerce (former board member), Public Relations Society of America (PRSA, former board member) and Crime Line (board member).

**TECHNICAL SKILLS**

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Microsoft Office, Google Suite, Adobe Creative Suite, Graphic & Web Design, Social Media, Crisis Communications, Fundraising Nonprofit Management, Vocus, Blackbaud/Razor's Edge Event Management Donor Stewardship Board Engagement, content management systems, web design, photography, CRM, SEO, Banner, and Blackboard.