



AMANDA WROTEN

BUILDING COMMUNICATIONS TEAMS THROUGH COLLABORATION

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EDUCATION

MASTER OF ARTS
*Humanities - Culture, Technology,
Social Change, & Communication*
Old Dominion University

BACHELOR OF SCIENCE
*Communication, Minor in English
Summa Cum Laude*
Old Dominion University

CrossFit Level 1 Certificate Course

KEY SKILLS

Strategic Planning
Comprehensive Brand Studies
Cultural Competency & Sensitivity
Social Media
Development/Maintenance
Graphic & Web Design
Communications Analytics/Metrics
Teambuilding
Donor Communications &
Stewardship

EXPERTISE

Adobe Creative Suite
Social Media Platforms
Adaptive Sports
Instructional Design
Project Management
Content Production Management
Diversity, Equity & Inclusion
Crisis Communication

PROFESSIONAL PROFILE

Communications and marketing team builder with a 20-year record of using contemporary and innovative strategies to reach new stakeholders and diverse populations through print, digital, and emerging communications technologies. A dynamic and engaging brand representative who utilizes exceptional oral and written communications skills to share information across highly matrixed organizations.

EXPERIENCE

EXECUTIVE DIRECTOR

Newport News Police Foundation / Newport News, VA / March 2016 – Present

- Leads the development and execution of coordinated strategic communications to acquire funding in support of department goals and priorities.
- Envisions, develops, and implements successful comprehensive communications, marketing, and strategic plans to support the organization's goals and priorities as well as reach a diverse and varied audience.
- Works autonomously while managing multiple projects, prioritizing competing demands, and continuously meeting deadlines.
- Acts on convictions to shape the organization's future by seizing opportunities and taking risks, while utilizing sensitivity, mature judgment, tact, and unwavering personal integrity.
- Utilizes multi-channel communications to reach underrepresented target audiences.
- Secured over \$1,000,000 in funding from new sources in less than one year.

CHIEF MARKETING, PUBLIC RELATIONS & FINANCE DIRECTOR

Boy Scouts of America / Newport News, VA / September 2013 – February 2016

- Served as the primary media spokesperson, connecting with a variety of audiences across multiple communications platforms.
- Utilized market research, best practices, and metrics to create informed communications strategies and metrics.
- Developed and implemented marketing and communications tactics for the organization's pilot program, STEM Scouts, a program focused on introducing new and diverse audiences to ecological and technology based career fields.
- Structured a team of professionals to meet the strategic needs of the organization. Created a culture of shared goals, priorities, and initiatives amongst personnel. Developed staff relationships and talents.
- Responsible for capital campaign (\$16,000,000) and annual campaign gifts.

EXECUTIVE DIRECTOR

Gloucester-Mathews Humane Society / Gloucester, VA / April 2013 – September 2013

- Utilized a strong entrepreneurial spirit to increase adoptions and revenue by connecting with a variety of audiences and stakeholders through social media platforms.
- Crafted a vision and strategic/marketing plan to grow the organization while managing a \$1,000,000 operating budget.

AMANDA WROTEN

AWARDS

PRESIDENT JOHN
BRODERICK DIVERSITY
CHAMPION AWARD
Old Dominion University

BOY SCOUTS OF AMERICA
NATIONAL
MARKETING AWARD
Marketing Brochure - 2006

Marketing Collateral, 2006

Marketing Video, 2008

Website, 2014

Digital Newsletter, 2015

ACADEMIC INSTRUCTION

ADJUNCT INSTRUCTOR OF
COMMUNICATION
Old Dominion University
2008 - Present

- Led course redesign for the asynchronous teaching team.
- Developed a disability studies course that became the university model for diversity in elective content.
- Provided classroom instruction and academic service.

ADJUNCT INSTRUCTOR OF
COMMUNICATION
Christopher Newport University
2008 - Present

- Provided classroom instruction and academic service.

EXPERIENCE - CONTINUED -

EXECUTIVE DIRECTOR

Newport News Green Foundation / Newport News, VA / September 2009 – March 2013

- Represented the organization as a subject matter expert in urban conservation, coastal science and education. Served as a community thought leader on greenspace and its impact on the watershed of the Chesapeake Bay and its tributaries.
- Managed an operating budget of \$400,000, liquid assets of \$700,000, and \$3,000,000 in fixed assets.
- Built consensus and relationships with elected officials.
- Developed grassroots marketing efforts through a variety of social media platforms.

PUBLIC RELATIONS COORDINATOR

Ferguson / Newport News, VA / May 2008 – August 2009

- Created cohesive, multi-channel communications and marketing strategies to support company goals and priorities.
- Partnered with a variety of stakeholders, supporters, internal and external partners to develop and implement cohesive communications plans to over 19,000 associates at 1,400 locations in four countries.
- Utilized data to analyze communications and marketing efforts and adapt tactics to expand company reach and connect with new audiences.
- Worked collaboratively as part of a team, building strong professional relationships with other team members.
- Developed and implemented internal and external communications plans throughout a complex and matrixed organization.
- Maintained a working knowledge of best practices and served as an advisor to the executive leadership team.
- Collaborated with legal experts to create the company's first internal social media policy. Managed all aspects of implementation and strategy of emerging communications technologies.

COMMUNITY RELATIONS DIRECTOR

Boy Scouts of America / Newport News, VA / November 2004 – May 2008

- Served as the chief advisor to the CEO on all matters related to strategic and organizational communications.
- Served as a member of the executive leadership team.
- Directed and orchestrated the creative and production process for all presentations, videos, print materials, social media, webpages, and other marketing collateral from inception to content production.
- Developed proficiency in a variety of software and web-based platforms, including social media tools and graphic design.
- Oversaw internal and external communications efforts for 10,000 youth and 3,5000 adult volunteers.
- Provided effective crisis communications messaging and representation through four different Supreme Court decisions, the grand opening of a new Boy Scout reservation/camp, and the tragic death of three youth and one adult leader.
- Developed and implemented a national advertising and social media campaign resulting in a completely sold-out camping season.
- Assembled a team to close the organization's largest fundraising gift, \$1,000,000. Created and produced all communications collateral materials.