

AMY K. LAVENDER



ABOUT ME

I'm a self-starter with more than **10 years** of experience in **journalism and media relations**. I'm a natural-born leader with proven success in guiding communications teams to new heights. My skill set is **diverse** and includes online media, organizational branding, and **multimedia content curation** in addition to writing, editing, designing and event planning. I'm also expanding my **visual skills** as an amateur photographer.

EDUCATION

University of West Georgia
B.A. in English, 2005
M.A. in English, 2019

GET IN TOUCH

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Experience

University of West Georgia

Senior Communications Specialist

2014 - present

- Lead a team of communications specialists in telling the story of the university through articles, press releases, web content, and social media
- Actively seek out stories showcasing the talent and success of UWG's students, faculty, staff, and alumni
- Develop strategic marketing campaigns for individual colleges and programs

Times-Georgian

Weeklies Editor

2006 - 2014

- Managed content for web site and social media
- Created and researched various stories – from human interest to in-depth government analysis and spot news – and took accompanying photographs
- Initiated budget meetings and organized team of reporters, freelance writers and interns in producing quality content for multiple publications

West Georgia Living Editor

2010 - 2013

- Created a bi-monthly magazine, handling all aspects: including theme concepts, story assignments, editing, and design

The Brunswick News

Copy Editor/Page Designer

Feb. - Sept. 2006

- Aided in the launch of a new living magazine
- Edited local and AP stories, and designed A-Section pages

Skills

- Adobe Suite
- Microsoft Office
- Photography/Videography
- Web and Social Media analytics
- Content Management Systems
- Graphic Design

Awards and Activities

Carroll County Chamber of Commerce Award (2013)
Georgia Press Association award for West Georgia Living (2013)
Essay published in the Robert Penn Warren Journal (2006)
National Women in Agriculture
Friends of the Buchanan-Haralson Public Library
Friends of the Carroll County Master Gardeners