# AMANDA SULLIVAN

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## PROFESSIONAL PROFILE

Award-winning communications and public relations professional with nearly eight years of combined U.S. Army public affairs experience. Creates clear, audience-focused content across journalism, social media, photography, video, and digital platforms while coordinating public programs and complex stakeholder needs. Experienced in improving workflows, supporting senior leaders, and managing projects from concept through delivery.

## PROFESSIONAL EXPERIENCE

### DEPARTMENT OF THE ARMY | U.S. ARMY PUBLIC AFFAIRS | FORT LEONARD WOOD, MO

**Public Affairs Specialist** **November 2019 – September 2025**

- Created complete social media content packages for official Army channels with a combined audience of 650,000+ followers. Developed original Soldier and Civilian Spotlight series and contributed writing, graphics, photography, and video to Training Tuesday and Why I Serve initiatives.
- Researched, interviewed, wrote, and edited stories for Army.mil and The Guidon, contributing to 150+ published news and feature articles across Army roles; delivered photography, captions, and supporting materials for editorial review.
- Captured 2,400+ photographs and produced 50+ social videos; managed studio portraits and scheduling, camera and lighting setups, editing, and livestream broadcasts of ceremonies and leadership events.
- Coordinated 200+ community support requests and engagements, reviewing eligibility under Army policy, routing approved requests for unit tasking, and managing logistics among military organizations, schools, government offices, and community partners.
- Expanded a basic spreadsheet into a live Community Relations Tracker with a dashboard for outcomes; a performance appraisal documented 50+ coordinated engagements in one review period with no dropped events or complaints.
- Expanded the existing Read Across America outreach program to serve 18,000+ students in 940 classrooms with 360+ Soldier volunteers across multiple years; annual student participation rose approximately 80% from 2022 to 2023 (2,500 to 4,500).
- Developed and launched the Army Values Leadership Award from a leadership idea, building its framework and nomination process with schools and senior military leaders; the program recognized 200+ students across 15+ districts.

**DEPARTMENT OF THE ARMY | PUBLIC AFFAIRS SPECIALIST (CONTINUED)**

- Managed installation content and ongoing updates for Digital Garrison and My Army Post mobile apps; audited installation website pages, links, and information with organizational points of contact and flagged corrections.
- Coordinated annual Post Guide content verification, photo selection, cover design, vendor production, and distribution; negotiated 10,000 additional installation maps for distribution.
- Prepared daily media monitoring reports, leadership briefs, talking points, and crisis-communication support materials; assisted with press conference logistics and coordinated factual content checks before supervisory review.
- Elected president of the installation Federal Women's Program (2022–2023), helping coordinate educational observances and collaboration among program stakeholders.

**Public Affairs Office Assistant (U.S. Army Volunteer Corps)** **November 2017 – July 2019**

- Proposed, designed, and built the official Show Me Fort Leonard Wood WordPress blog for military families; independently managed site structure, publishing, reader inquiries, SEO, and analytics, reaching 200,000+ cumulative readers.
- Reported original stories, interviewed sources, and produced finished articles, photographs, and captions for Army.mil, The Guidon, and the blog; supported installation communications and community coverage.

## TECHNICAL SKILLS

**Design & editing:** Adobe Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro, Express, Acrobat Pro; Canva

**Digital & publishing:** WordPress (site build, content, SEO, analytics); Shopify; GitHub; Meta Business Suite; Facebook, Instagram, X, YouTube; Digital Garrison; My Army Post

**Production:** DSLR and mirrorless photography; studio lighting; video and audio editing; microphones; teleprompters; YoloBox livestream production

**Collaboration & operations:** Microsoft 365 (Word, Excel, PowerPoint, Outlook, Teams, SharePoint); Zoom; advanced Excel tracking systems

## EDUCATION

**UNIVERSITY OF MAINE AT PRESQUE ISLE** | Bachelor of Arts in English, Professional Communication & Journalism concentration

In progress; expected graduation March 2027

## SELECTED AWARDS & RECOGNITION

**Photography honors:** 2025 Civilian Photographer of the Year, Army Materiel Command and Installation Management Command; Army-level Honorable Mention, Maj. Gen. Keith L. Ware Communications Awards (2024 work)

**Additional recognition:** Achievement Medal for Civilian Service (2025); Angel Award for volunteer service