

# AMANDA ATWELL

COMMUNICATIONS PROFESSIONAL

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## WORK EXPERIENCE

### Community Marketing and Partnerships Manager Oct. 2023 - Present

WFAA-TV, Tegna, INC - Dallas, TX

- Develop strategic, time-sensitive content campaigns in collaboration with nonprofits, sales teams, and creative staff.
- Collaborate with leadership and stakeholders to ensure community messaging aligns with brand values and editorial standards.
- Communicate across editorial and sales teams to generate fresh ideas and fulfill nonprofit client needs through collaborative storytelling and marketing.
- Partner cross-functionally to manage multiple concurrent projects and deadlines in a fast-paced media environment.

### Public Information Officer

March 2023 - Sept. 2023

Dallas Animal Services - Dallas, TX

- Supported and executed crisis and incident-related communications during high-profile, sensitive public situations.
- Drafted and distributed press releases, media statements, and internal communications in coordination with leadership, legal counsel, and city officials.
- Helped ensure accurate, timely, and aligned messaging during evolving situations.
- Served as spokesperson and crisis communications lead, ensuring messaging compliance and consistency.
- Created data-driven content to promote transparency and public trust while navigating regulatory protocols.

### Senior Marketing Specialist

Dec. 2021 - March 2023

Dave Campbell's Texas Football/Sports in Action - Lewisville, TX

- Produced 300+ annual integrated marketing campaigns across digital, print, and event platforms.
- Directed content calendars for print, digital, and event verticals
- Managed a team of coordinators and interns, ensuring strong client relationships and retention.

### Sports Director

Dec. 2019 - Dec. 2021

CBS 4/KVEO - Harlingen, TX

- Managed a team of multimedia journalists, guiding compelling live local sports coverage in high-pressure deadline-driven environments..
- Produced and anchored evening sportscasts and long-form specials.

### Sports Anchor/Multimedia Journalist

July 2017 - Nov. 2019

KVII-TV - Amarillo, TX

- Produced and anchored weekend sportscasts, crafting engaging broadcast content and delivering it with clarity and precision.
- Shot, edited, and reported stories for TV and digital platforms.

### Multimedia Journalist

August 2016 - June 2017

KTBS-TV - Shreveport, LA

- Reported and edited daily news stories under tight deadlines.
- Delivered live reports from the studio and field, adapting to breaking news situations.

Senior communications professional with 8+ years of experience in media, community, and public-sector communications, with a background in newsroom, nonprofit, and government environments. Experienced in developing strategic messaging, curating media relationships, and supporting leadership on sensitive high-visibility issues.

## SKILLS

- Multimedia Storytelling
- Strategic Communications
- Media & Press Relations
- Executive Communications Support
- Crisis Communications
- Reputation & Brand Messaging
- Internal Communications
- Community Engagement
- Cross-Functional Collaboration
- AP Style Writing, Editing & Press Releases
- Broadcast, Digital, & Social Messaging
- Fast-Paced, Deadline-driven Environments
- Tools: Adobe Creative Suite, WordPress, Google Workspace,

## EDUCATION

### UNIVERSITY OF TEXAS

Bachelor of Journalism - 2016  
Graduated with honors

### CENTENARY COLLEGE OF LOUISIANA

Communications - 2012 - 2013  
NCAA DIII Women's Soccer