

AMELIA SHUGAR

Communications Manager | Brand & Content Strategist | Messaging & Editorial Lead

PROFESSIONAL SUMMARY

Strategic communications leader with experience driving integrated storytelling, stakeholder engagement, editorial strategy, and marketing initiatives across multi-channel platforms. Skilled in developing audience-centered messaging, leading content creation and editorial workflows, and building partnerships across departments to support organizational goals. Known for producing compelling print, digital, and video content that strengthens engagement and advances brand and campaign objectives.

CORE SKILLS

Writing & Content Strategy: Feature Writing, Copywriting, Editing, Proofreading, Storytelling, Messaging Frameworks, Content Strategy, Editorial Planning, AP Stylebook, Chicago Manual of Style, SEO Writing (basic), Video Script Development

Communications & Engagement: Stakeholder Engagement Communications, Brand Strategy, Multi-channel Campaigns, Social Media Content, Email Marketing, Audience Engagement, Event Communications, Relationship Building

Project Management & Tools: Cross-functional Coordination, Stakeholder Management, Creative Direction, Workflow Optimization, Strategic Planning, Analytics & Reporting, Salesforce CRM, Adobe Creative Suite, Canva, ThankView, Zoom/Remo Events, Microsoft Office, Teams, Slack, Trello, Wrike, Basic HTML/CSS, Sitecore, Mac & PC

PROFESSIONAL EXPERIENCE

MICHIGAN STATE UNIVERSITY – University Advancement Marketing & Communications

Communications Manager | Sept 2022 – Present

- Lead integrated content and messaging strategy for multi-channel campaigns supporting a \$4B integrated fundraising campaign, spanning print, digital, web, and video platforms
- Develop feature storytelling that drives philanthropic engagement and elevates MSU's brand and mission across givingto.msu.edu and Spartan Magazine, distributed to more than 48,000 households
- Partner with cross-functional creative teams to plan and execute marketing strategies with cohesive messaging and branding
- Develop feature storytelling that drives donor engagement outcomes, including a story that secured a \$10,000 gift to the MSU Libraries

- Maintain editorial workflows and project timelines for stories, campaign pieces, and event communications using an agency-style approach
- Connect storytelling with the University Advancement engagement model to support donor cultivation and stakeholder engagement
- Develop executive communications, leadership-level talking points and content messaging frameworks ensuring accuracy, clarity, and alignment with institutional goals

INTERLOCHEN CENTER FOR THE ARTS – Office of Philanthropy

Stewardship Coordinator | Sept 2021 – Sept 2022

- Managed donor recognition and stewardship communications, including processes, procedures, documentation, and design projects
- Produced and edited donor-focused content to strengthen relationships between Interlochen and its key stakeholders

MICHIGAN STATE UNIVERSITY – University Advancement, Office of Individual Giving

Administrative Coordinator | Nov 2018 – Sept 2021

- Edited and designed donor documents and proposals for special constituency programs
- Coordinated communications and administrative workflows for frontline fundraisers

MICHIGAN STATE UNIVERSITY – University Advancement Events

Event Assistant | Oct 2015 – Oct 2018

- Provided event coordination, registration management, communications support, and audience engagement for donor and alumni programs

PARTNERS PUBLISHERS GROUP / PARTNERS BOOK DISTRIBUTING – Thunder Bay Press

Publishing Administrative Assistant | Sept 2011 – Oct 2015

- Supported publishing operations through copyediting books, assisting with eBook production, coordinating marketing materials and distribution contracts, and providing administrative and event support for author events and book signings

EDUCATION

Bachelor of Arts in Professional Writing

Michigan State University | 2020 | Graduated with High Honors, 4.0 GPA

Associate of Science & Arts

Northwestern Michigan College | 2011