

AMELIA SHUGAR

Communications Manager | Editorial Strategist | Content & Storytelling Leader

PROFESSIONAL SUMMARY

Communications and editorial professional with experience in storytelling, content development, editorial workflows and stakeholder engagement within complex, mission-driven organizations. Experienced in developing feature stories, shaping messaging, coordinating cross-functional contributors and maintaining high standards for accuracy, voice and quality across print, digital and video. Brings deep knowledge of Michigan State University Advancement, a strong foundation in professional writing and a collaborative, audience-centered approach to editorial leadership.

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

- Produce content and messaging for multi-channel campaigns supporting a \$4B integrated fundraising campaign, spanning print, digital, web, and video platforms
- Identify, develop and execute content for Spartan Magazine and Advancement communications, researching story opportunities, conducting interviews and shaping narratives that advance institutional and engagement priorities
- Develop feature storytelling that drives donor engagement outcomes, including a story that secured a \$10,000 gift to the MSU Libraries
- Build and maintain relationships across campus and University Advancement to identify story opportunities, develop sources and gather information for audience-centered storytelling

- Maintain editorial workflows and production timelines from story development through publication, collaborating with writers, creative partners and campus stakeholders to keep projects moving and ensure content is accurate, polished and publication-ready
- Connect storytelling with the University Advancement engagement model to support donor cultivation and stakeholder engagement
- Write 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, including copyediting books, assisting with e-book production, coordinating marketing materials and distribution contracts, and supporting author events

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