



AMANDA DONOHUE (SHE/HER)

CRAFTING COMPELLING CONTENT, ONE WORD
AT A TIME

Profile

I am a seasoned professional with a distinctive blend of marketing and communications expertise, complemented by over a decade of invaluable experience spanning various industries.

EXPERIENCE

FREELANCE/CONTENT STRATEGIST

Donohue's Digital Marketing

2023-present

- Manage the marketing strategy for a diverse range of clients in healthcare, advertising, construction, education and more.

MARKETING DIRECTOR

Cora BHS

2021-2023

- Spearheaded the launch of the marketing department for Cora BHS including all project management processes
- Managed a team of four marketers
- Managed marketing strategies (web, social, email) for more than 5 behavioral healthcare clients
- Assisted in branding and tone development for clients
- Assisted in the creation of three websites: Comebackcare.com, WisePathRecoveryCenters.com and OmniPsychiatry.com (which saw 200% growth in web traffic after rebranding) in addition to more than 10 social media accounts
- Well-versed in behavioral health (psychiatry and substance use) industry

MARKETING WRITER

Constellation

2018-2021

- Wrote and edited marketing material (i.e., social media posts, blog posts, case studies, advertisements, & video scripts)
- Managed regular newsletters
- Managed monthly webinar on latest trends in the industry

SR. COMMUNICATIONS ASSOCIATE

American Chiropractic Association

2014-2018

- Wrote news releases, letters to the editor and responded to media requests, and cultivated relationships with reporters.
- Managed high-performing weekly newsletter and social media accounts

PHARMACY TECHNICIAN

Terrapin Pharmacy/Rite Aid

2007-2014

FREELANCE WRITING ROLES

Wrote for: Responsum Health, Idaho Beef Council, BioBuzz, Terumo BCT, CavemanChefs, University of Maryland Medical Center, University of Maryland School of Pharmacy, Stretch Moves

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-  Writing Portfolio:
amadadonohue.contently.com
-  Personal Instagram Project:
[@ReframingYourThoughts](https://www.instagram.com/ReframingYourThoughts)

EDUCATION

MARYLAND UNIVERSITY OF INTEGRATIVE HEALTH

M.S., Clinical Nutrition

2016-2021

UNIVERSITY OF MARYLAND - COLLEGE PARK

B.A., Journalism

Minor in Spanish

2008-2011

SKILLS

- Writing and Editing
- Attention to Detail
- Project Management Tools
- Strong Leader
- Strong Communication
- Social Media Management
- Website Design & Management
- Email Design & Execution
- HTML Knowledge
- CMS Experience
- Public Relations Experience