

Amanda Decker

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SUMMARY

With 20 years in media and communications, I've excelled in crafting compelling narratives, leading multichannel strategies, and managing high-performing teams. I currently oversee diverse content creation, direct social media and public relations campaigns, and manage client blogs. My previous roles in local television news emphasized expert analysis, SEO-optimized content, and brand promotion. Recognized with multiple awards, I thrive on leveraging news trends, building strong relationships, and creating cohesive communications strategies.

EXPERIENCE

The PLAID Agency - Carmel, Indiana

Associate Director of Communications (Internal promotion) | October 2022-Present

Copywriter/Public Relations Manager | April 2021 - October 2022

- Oversee planning, creation, and execution of high-impact content to articulate compelling narratives, brand stories
- Lead development of video scripts, storyboards, and speech writing
- Spearhead comprehensive multichannel communications strategies and marketing initiatives
- Direct both paid and organic social media campaigns, driving optimal engagement
- Manage diverse client blogs across sectors, including research and copywriting
- Conduct white paper research and content creation, positioning brands as industry thought leaders
- Lead website strategy, research, and content creation, including newsletter and email campaigns
- Develop proposals, SOQs, resumes, and RFP/RFQs
- Secure local and national media placements for diverse clientele, C-Suite, and public officials
- Direct live event coordination and execution, including identifying and securing hosts and emcees
- Leverage trending news cycles to craft and execute integrated communication and PR plans
- Cultivate and maintain strong relationships with media outlets, writers, and networks
- Represent clients, acting as primary spokesperson during media appearances and public events
- Oversee copy editing processes, including development of style and brand guides

NewsHub - Remote

News Reporter/Anchor - Health and Life Sciences Focus | July 2020 - May 2021

- Spearheaded comprehensive coverage on COVID-19 topics across seven local news markets
- Researched and delivered expert analysis on pandemic-related issues, health, and life sciences topics, leveraging marketing insights to ensure locally-relevant and impactful narratives
- Evening anchor and copywriter, crafting compelling stories, ensuring engaging content for diverse audiences

WEVV - 44News CBS/FOX - Evansville, Indiana

Evening Anchor/Executive Producer | March 2015 - March 2020

- Spearheaded SEO-optimized launch of a local FOX/CBS startup, setting foundational communication policies, best practices, and editorial guidelines to enhance online visibility
- Served as primary evening news anchor for high-traffic time slots: 5 PM, 6 PM, 9 PM, and 10 PM
- Ensured SEO-friendly content, copyediting stories for both on-air broadcasts and web platforms
- Directed editorial meetings guiding story selection, content hierarchy, and team assignments
- Played a pivotal role in talent acquisition, interviewing, hiring, and training news and production staff
- Supervised the producing team, innovating strategies and systems for line producing
- Demonstrated expertise in live field anchoring, seamlessly delivering ad-lib live, breaking news reports
- Amplified brand presence by hosting multiple charity events and fundraisers
- Panel moderator for 2016 Evansville Mayoral debate broadcast

Media Gateway/Independent News Network - Davenport, Iowa and Little Rock, Arkansas

Evening Anchor/Producer | April 2011 - September 2014 **Evening Anchor/News Director** | September 2014 - May 2015

- Spearheaded news department's transition during company relocation, ensuring seamless operations
- Anchored live in-studio and remote newscasts across diverse markets from a centralized studio
- Line produced newscasts developing content and script writing for WGFL, WRDE, WNCF, and WLTZ
- Managed remote communications with client stations for newscasts, special broadcasts, and events
- Directed news staff operations, including payroll management, recruitment, and hiring processes
- Successfully oversaw 2012 launch of a political news program for WBIN in New Hampshire

Enigma Marketing - Indianapolis, Indiana

Project Manager | August 2010 - March 2011

- Spearheaded the development and execution of global corporate travel strategies
- Designed and implemented comprehensive travel programs, curating custom itineraries, fostering executive leadership development and team cohesion
- Provided on-ground leadership and strategic direction during international excursions
- Led high-stake negotiations with global vendors, securing favorable terms and optimizing budget allocation

WCJB TV20 ABC News - Gainesville, Florida

Morning News Anchor/Producer/Reporter | June 2006 - February 2010

- Produced, wrote, and anchored morning and noon newscasts
- Served as a daily general assignment reporter, excelling in live on-site reporting and interviewing
- Conducted pre-taped and live interviews with elected officials, athletes, celebrities, and influencers
- Received major broadcast awards for outstanding coverage in auto racing and motorsports
- Spearheaded an award-winning Veteran's Day special project team in week-long coverage
- Acted as co-host for the MDA Labor Day Telethon, organizing fundraising leading up to the broadcast
- Guest speaker at the University of Florida's TV/Radio Program
- Assisted in the development of the Adopt-a-Pet program and Paws on Parole in collaboration with county animal services, being recognized with an annual day in honor of this ongoing initiative

COMMUNITY INVOLVEMENT

March of Dimes of North Central Florida | 2006-2010

North Florida Military Support Group volunteer | 2006-2010

Big Brothers, Big Sisters of Alachua County | 2009-2010

MDA Labor Day Telethon host and volunteer | 2006-2009

March of Dimes of Southwestern Indiana | 2015-2020

Board of Directors, Pathway Resource Center - Indianapolis | 2022-Present

EDUCATION

BA in Telecommunications, Minors in Political Science, Journalism | Ball State University - May, 2006

AWARDS

Society of Professional Journalists | First Place - Best Newscast, WCJB This Morning Veteran's Week Tribute

2007 Alachua County Day of Honor | Alachua County Animal Services for Adopt-a-Pet program

2007 Non-Military Volunteer of the Year award recipient | North Florida Military Support Group

2008 Society of Professional Journalists | Second Place - Best Newscast, WCJB This Morning

2008 Society of Professional Journalists | Second Place - Best Sports Report, NHRA and Tony Schumacher Army Sponsor

2009 Associated Press Honors | First Place - Best Sportscast, NHRA Gatornationals Coverage

2016 Indiana Society of Professional Journalists | First Place - Best Feature, Athlete to Addict: Indiana's Opioid Epidemic