

AMANDA HIRSCH
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The former editorial director of PBS.org, I am a highly creative communicator and strategist with 10+ years of experience who knows how to connect with target audiences both online and in person.

EXPERIENCE

Creative Speaker and Facilitator (2000-present)

Get people thinking and talking at conferences, workshops, staff meetings and other settings through creative presentations and engaging facilitation. Draw on experience as an improviser to think on my feet and connect with audiences. Highlights:

- Co-led “Improv Lessons for Freelancers,” a workshop that was voted an audience favorite at SXSW Interactive in March 2010.
- Presented “My Dog Cosmo,” a spoof of bad Powerpoint presentations, at Ignite DC in May 2009.
- Presented “Telling Your Story Online” at the National Press Club in October 2008.
- Developed and led workshops on digital storytelling for venues such as the Sundance Film Festival, the National Film Board of Canada, the American Press Institute and the Online News Association from 2000-2004.

Online Media Strategist (8/06-present)

Infuse online media projects with clarity and focus by synthesizing divergent ideas into clear, compelling strategies; creatively communicate these strategies to target audiences ranging from board members to end users. Primarily work with independent media companies, cultural institutions and non-profit organizations. Project highlights:

- Managed a major journalism partnership for NPR. Synthesized input from executives, producers, and marketing and technical staff at 12 partner organizations to develop high-level content and communications strategies. Communicated strategic value of collaboration through a mix of traditional and non-traditional reporting, including commissioning the video, “The EconomyStory Story”: <http://tinyurl.com/3aegj7b>
- Led the strategic reinvention of the Paley Center for Media Web site. Worked with stakeholders to define the site's audience, goals and measures of success and wrote a strategic roadmap and content outline for the site, then helped select an agency to handle implementation.
- Edited Interactive Knowledge's winning proposal to PBS to produce the Web site for Ken Burns's film “The War.”

Freelance Writer and Blogger (5/06-present)

Currently blog at www.amandahirsch.com/blog. Writing samples available at <http://www.amandahirsch.com/writing-samples>. Highlights:

- Wrote daily promotional copy for the PBS homepage for three years.
- Conceived, developed, and wrote Creative DC (creativcdc.org), a popular blog showcasing and inspiring creative living in Washington, DC. Creative DC attracted an audience of approximately 30,000 unique visitors annually. *Washington Business Tonight* called the site “informative and provocative”; Creative DC was also featured on washingtonpost.com, wonkette.com and in the *Washington Post Express*, among other media outlets.

- Write about media and culture for blogs such as MediaShift (90,000 visitors monthly), P.O.V. and The Journal of Cultural Conversation. Samples available at <http://www.amandahirsch.com/writing-samples>.

Editorial Director, PBS Interactive (4/04-7/06)

Managed the quality and performance of all PBS.org content for a general adult audience, which included over 1,800 micro-sites. Reported to PBS's Senior Vice President, Interactive and Education. Highlights:

- Led development of high-quality, innovative content tied to PBS television programming, as well as web-original productions, while also managing PBS.org's rich content archive.
- Created greenlighting and investment criteria and managed content budget of over \$1 million.
- Managed relationships with PBS's diverse producer community and key stakeholders at PBS member stations and in other PBS departments.
- Established editorial and production guidelines with an eye to balancing quality control with support for producer creativity.
- Worked with a blue ribbon panel of journalists to update the PBS editorial guidelines (for the first time in almost 20 years) to encompass online content.
- Worked with legal staff to negotiate agreements with external producers.

Editorial Staff, PBS Interactive (1/00-4/04)

Led the development of PBS.org content in the areas of news and documentaries, working closely with technical and design staff to ensure compliance with PBS production guidelines. Earned a reputation for cultivating innovative storytelling that leveraged the web's interactive, non-linear nature. Highlights include:

- Edited sites such as FRONTLINE/World and P.O.V., which were repeatedly recognized for excellence by top industry awards (e.g. Webby Awards, Online Journalism Awards).
- Managed relationships with key news and documentary producers.
- Supervised PBS.org coverage of 9/11, producing the America Responds website in the immediate aftermath of the crisis, including soliciting and curating audience stories.

Producer, Washingtonpost.Newsweek Interactive (1999)

Moderated live discussions with *Washington Post* reporters on topics such as film and books.

EDUCATION

University of Pennsylvania

B.A., English. Graduated Phi Beta Kappa and Summa Cum Laude.