

AMY J. HAWKINS

Michigan | amy@generationstrategies.com | AmyJayneHawkins.com

SKILL STRENGTHS INCLUDE: Networking, Marketing, Communications, Coalition Building, Program Development, Executive Administration, Event Planning, and Social Media

PROFESSIONAL EXPERIENCE

CLIENTS SERVED, AND TRUSTED BY: Candidates and campaigns, Law Enforcement, State and National Leaders, Hillsdale College, Statewide Campaigns, National/International Organizations and more

OWNER, GENERATION STRATEGIES LLC, SEPTEMBER 2015 - CURRENT

Communications, marketing, content curation, social media management, and copy editing

MEDIA, & COMMUNICATIONS - US SENATE CANDIDATE PETER MEIJER FALL 2023 - SPRING 2024

Media relations and coordination, copywriting, organization of operations, social media and team administration

COMMUNICATIONS AND OUTREACH ASSOCIATE, LET MI KIDS LEARN CAMPAIGN NOV 2021 - JUNE 2022

Copywriting, coalition building, online community building, social media engagement.

ONLINE DIRECTOR, UNLOCK MICHIGAN & UNLOCK MICHIGAN ACTION FUND JUNE 2020 - JUNE 2022

Content creation, social media management, copywriting, leadership equipment, and community development.

SOCIAL MEDIA CLIENT SERVICES, RESOURCE GROUP 2019 - 2022

Serving clients including business leaders, pastors, ministries, organizations, churches, authors and causes

COMMUNICATION DIRECTOR, HEALTHY AND PRODUCTIVE MICHIGAN CAMPAIGN, AUG 2018 - JAN 2019

Media relations, marketing, outgoing electronic communication, web development, ghost writing.

EXECUTIVE DIRECTOR, CITIZENS FOR TRADITIONAL VALUES, JANUARY 2006 – APRIL 2015

Political Director, Spring 2003 – December 2005 | CTV is a statewide, non-profit organization with over 30 years in the public policy, grassroots, and political arena.

- **Program Development and Management** – crafted and implemented high level programs involving the Supreme Court, Precinct Delegates, Church voters, legislators and state leaders.
- **Produced Multi-faceted Strategic Plans** for organizational goals, policy initiatives, time sensitive projects, utilizing assessment, collaboration, and research.
- **Event Coordination** – fundraisers, candidate schools, policy summits, dignitary receptions, and conferences.
- **Administered all office technology** - QuickBooks, Microsoft Publisher, Word, Excel, Outlook, and Results Plus.
- **Networked** state and national leaders both elected, and non-elected officials, organizational representatives, and grassroots for projects, communications, and election efforts.

CHURCH AND COLLEGE STATEWIDE DIRECTOR, MI REPUBLICAN PARTY AND REPUBLICAN NATIONAL COMMITTEE, FALL 2004

EDUCATION

Bachelor of Arts, Double Major in Communications and Psychology; Cum Laude, May 2003

Spring Arbor University

LEADERSHIP

Police Week Michigan, Founder and Chair, 2019 - current, statewide effort to support Law Enforcement

Americans Unite for Michigan, Chair, 2022 - online group with over 11,000 members; live videos, positive discourse, and intentional networking

Jackson County Patriot Network, Founder and Chair, 2021 - 2023, a grassroots movement

Russell Kirk Fellowship, Co-Founder, 2011 - 2013

Michigan Right to Life of Greater Lansing Board, Spring 2007 – Spring 2008

References available upon request.