



Amy Sundermann

COPYWRITER AND BRAND STRATEGY CONSULTANT

+319-621-2724

amy@amysundermann.com

Based in Iowa City, IA

www.amysundermann.com

EDUCATION

2023

Master of Arts, Strategic Communication, The University of Iowa School of Journalism and Mass Communication.

- Courses include: Strategic Communication Writing, Strategic Communication Campaigns, Copywriting for Strategic Communication, Digital Strategic Communication, Risk Communication

1991

Bachelor of Arts. High Distinction, The University of Iowa School of Journalism and Mass Communication.

SKILLS

- Brand strategy development: vision, mission, positioning
- Strategic copywriting: articles, annual reports, interviews, profiles, social media posts
- Facilitation of groups
- Organization and accuracy
- Strong listening skills

I solve strategic communication problems.

I'm a writer and a strategic thinker. Solving the problem could mean writing copy for websites, magazines, annual reports, or recruitment brochures for businesses, civic organizations, or non-profits. Or helping Fortune 500 companies, educational institutions, or theatre groups determine their vision and position in the market. I've been doing this work for over 30 years and have tackled all kinds of issues. All problems usually have one thing in common - the solution is found in the humanity that connects us all.

WORK EXPERIENCE - WRITING

2012 - Present

Freelance Copywriter, Iowa City, IA

Client work includes:

- University of Iowa Health Care including Department of Nursing Services, Carver College of Medicine, Stead Family Children's Hospital
- Iowa City Downtown District
- Iowa City Press Citizen *Room* and *Taste* magazines
- University of Iowa Office of Strategic Communications
- Iowa City/Coralville Area Convention and Visitors Bureau (now Think Iowa City)

WORK EXPERIENCE - BRAND

STRATEGY/MARKETING/ADVERTISING

1999 - Present

Senior Strategist

The Russell Williams Group, Chicago, IL

Brand strategy development and corporate alignment for executive teams and their organizations. Clients are blue chip companies in sectors including Entertainment, Higher Education, Technology, Media/Advertising, Hospitality, Consumer Packaged Goods, Financial Services, Real Estate Development, and Industrial Manufacturing.



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COMMUNITY INVOLVEMENT

2018 - Present

**City Circle Theatre Company
Board of Directors**

2022 - Present

Houses Into Homes, Volunteer

2009 - 2012

**The Iowa City Press Citizen,
Editorial Board, Community
Representative**

2010 - 2011

**The Iowa Children's Museum,
Inclusion Committee**

2003 - 2009

**The Iowa Children's Museum
Board of Directors**

WORK EXPERIENCE - BRAND STRATEGY/MARKETING/ADVERTISING CONT.

1997 - 1999

Account Director

Faulds Advertising, Edinburgh, U.K.

Client Experience:

- Highland Distillers (Scotch whiskey)
- The National Employment Service
- ScottishTelecom

1991 - 1996

Leo Burnett USA, Chicago, IL

Client Experience:

- Senior Account Executive, Pillsbury, 1995 - 1996
- Account Executive, Miller Brewing Company, 1993 - 1995
- Media Buyer/Planner, McDonald's Restaurants, 1991 - 1993