

PORTFOLIO



Amanda Healy

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About Me

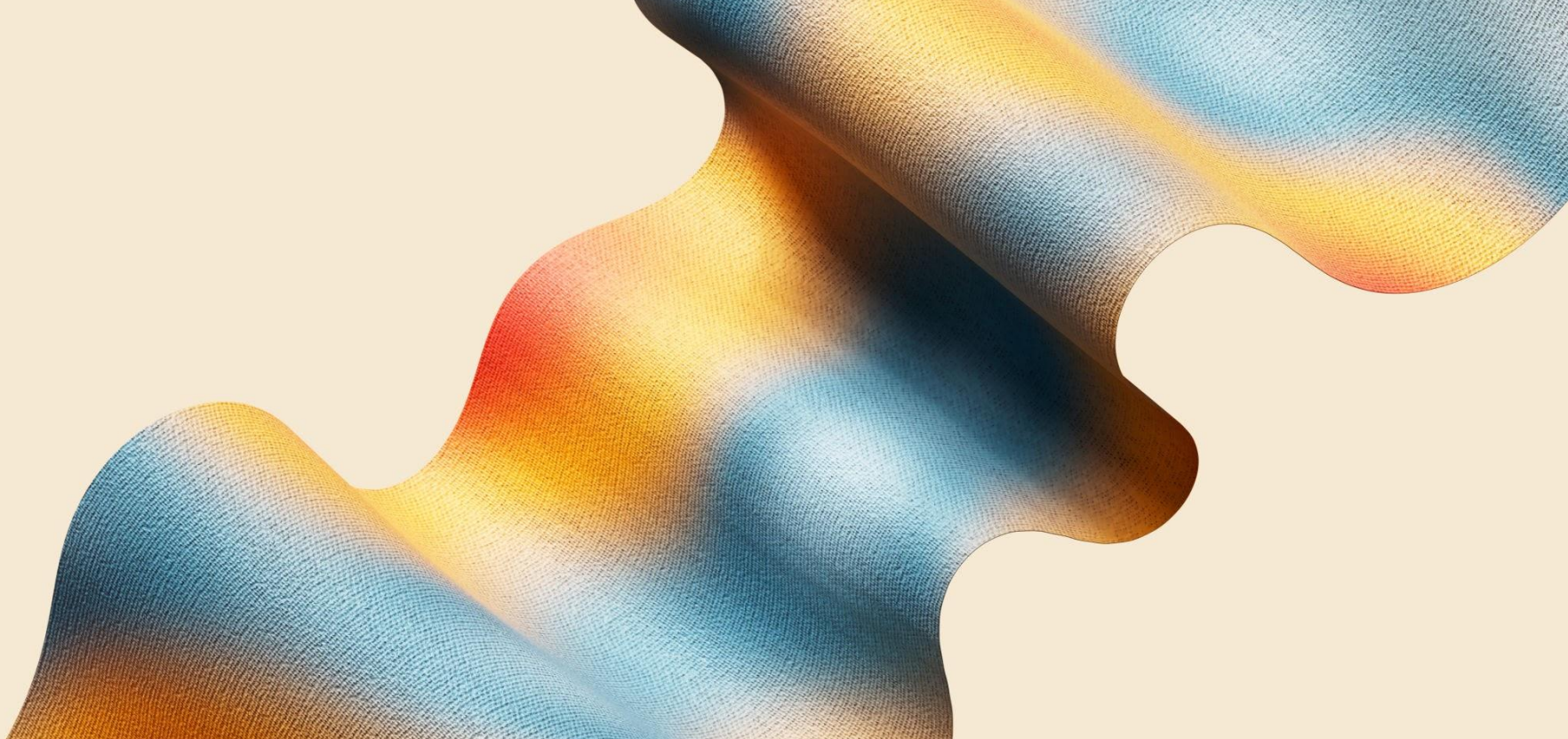
Amanda Healy



As someone obsessed with live music, I have attended 95+ concerts. This makes me an expert on live performance— but also emotional arcs, the art of camping, and unspoken rules and strange rituals that define my favorite subculture.

Undergrad Major: Journalism
Undergrad Minor: Advertising

Hometown: Winter Garden, FL



Skills

Whether a celebrity couple breaks up or a company gets canceled, my friends ask me to explain because I'm their pop culture dictionary.

And I'm not mad about it.

Storyteller

Conversation is everything. Asking questions and understanding people's answers gives you a look into how people *tick*. I have interviewed pro athletes, SVPs of large companies, and local community members. Majoring in journalism has equipped me with listening skills to truly understand what someone says and the ability to tell their story efficiently.

Teamwork

My grandpa coached Little League for 30 years. I grew up living and breathing baseball— an extension of my love for all Boston sports. Being a team player has coursed through my blood since I could walk, and I know when to lead or listen to others' ideas.

Problem Solver

I have worked in a library for four years. You are asked every question from "Can I have a pencil?" to "Can you help me find this periodical?" Each day presents new questions and challenges, and I am always ready to solve any issue as quickly as possible... because there's also a good chance the students are running late to class.

Strategy Skills

- ❖ Qualitative Research
- ❖ Digital Ethnography
- ❖ Comms Planning
- ❖ Social Listening
- ❖ Using AI for Strategy
- ❖ Creative Briefings
- ❖ MRI Data





Case Studies



Brief Background

Challenge: Create a new flavor of Blue Diamond Almonds that becomes the top snack for theater kids.

Theater Kids Subculture Research: conducted multiple interviews with members of the subculture, documentaries, pop culture media, academic sources, articles

Myth 1: “Theatre Kids are “Quirky” and “Weird”

- Reality: Just because interests differ does not mean these traits are accurate; kids in the theater world build communities that feel as close as family members, spending hours a week in rehearsals and getting to know each other on very deep levels.

Myth 2: “Theater Kids are Only Performers.”

- Reality: “Theater kids are not limited to those who perform. Although many people start with performing in their all-school musicals or community theater, there are often more people involved in the behind-the-scenes than the cast. Tech, producers, directors, writers, songwriters, casting directors, stage managers, and so much more.”

Myth 3: “Theatre Kids Take Themselves Too Seriously”

- Reality: While some are intensely dedicated to their craft, many theater kids are there to have fun with their friends.

GOAL	Increase sales of Blue Diamond Nuts' new flavor "Thespian Fuel," by 5%.
TARGET	<p>Tireless Theatrical Thespians- College students who grew up around theater and want to continue it, whether through a club or their career. Musical soundtracks somehow make it into every playlist that Spotify makes for them. They are not afraid of embarrassment, often speaking their minds. They acknowledge the theater kid stereotypes, even agreeing with them: they're loud and dramatic, and they all had an awkward Hamilton obsession phase. Tireless Theatrical Thespians get into character when surrounded by their castmates, transporting themselves into a different mindset. They don't outwardly talk about their identity to every new person they meet, but their true theater kid heart is inevitably shown once you spend time with them. They love talking about characters they've played/are playing. They have busy schedules, balancing classes with long rehearsals and time spent memorizing lines. They frequently have to say no to plans because they have rehearsal ("Sorry, I can't. I have rehearsal.").</p>
CONSUMER PROBLEM	Jam packed schedules leave little time for anything but theater.

DESIRED ACTION	Get “Thespian Fuel” to be the go-to quick rehearsal snack for Tireless Theatrical Thespians.
INSIGHT	Time spent eating is time lost mastering your craft.
KEY MESSAGE	When feeling low on time and energy, grab a pack of “Thespian Fuel.”
SUPPORT POINTS	<ul style="list-style-type: none"> - Nuts are a healthy and nutritious snack (over other quick, mess-free snacks like fruit gummies or power bars) - Actors have very little time to think about food when they’re busy with school, rehearsal, and other responsibilities. - When Tireless Theatrical Thespians are in the final weeks of production with dress rehearsals and actual shows, “Thespian Fuel” is a snack that is costume-safe - A quick snack like “Thespian Fuel” can easily become a staple in an everyday routine. - This new flavor of Blue Diamond Nuts adds extra protein and healthy fats to give them energy throughout the day.

EVERY SEASON STARTS AT



HOUSE OF
SPORT

THE PROGRAM

Dick's new outdoor program, Boston Blue Skies, aims to get university students out into nature through city walking tours, hikes in neighboring states, bike rides, day trips to local beaches, and outdoor gear workshops.

Brief Background

Key Action: Create an outdoors program for Dick's Sporting Goods and drive awareness with the target audience.

Insight: Nature doesn't ask you what your post-grad plans are.

Single Minded Message: With Boston Blue Skies you can escape senior stress.

GOAL	Drive awareness of the Boston Blue Skies program.
TARGET	Stressed Secluded Seniors: Seniors at universities around Boston who are academically driven but don't know their post-grad plans (and are sick and tired of everyone asking about it!). They suffer from anxiety but don't take the initiative to relieve their stress by going outside. These students may be nervous about going out on their own if they don't have a friend going with them, or they may not know what places to go to or how to get there. Beyond their natural anxiety, there is an added level of pressure from finances, classes, grades, and the impending graduation date, not knowing what they will do post-grad. The unknown causes a lot of added stress for Stressed Secluded Seniors, often building up, but they want to know how to cope with their stress and anxiety in healthy ways. While Stressed Secluded Seniors are not involved in many on-campus activities, they feel like they have been missing out on a key aspect of college, and they want to find something to do in the time they have left. They're looking for weekend activities that will allow them to explore Boston and the surrounding areas before they leave. They often purchase clothing from Urban Outfitters, Under Armour, H&M, and Zara. They eat at Chipotle, Raising Cane's, and Starbucks.
CONSUMER PROBLEM	They are overwhelmed with all-consuming stress.
DESIRED ACTION	Feel like they've found an understanding community; use the program to get outdoors.

INSIGHT	Nature doesn't ask you what your post-grad plans are.
KEY MESSAGE	When seeking an escape from university stressors, attend a Boston Blue Skies activity.
SUPPORT POINTS	<ul style="list-style-type: none">- The program brings people outside through various activities while building an accepting community.- Other brands, such as REI, have demonstrated success with gear workshops and organized trips.- Studies show that being outside decreases stress due to nature lowering the stress-hormone cortisol and heart rate.- Research shows green spaces and outdoor environments improve mental health.

THE

Siber
Social

The logo for 'THE Siber Social' features the word 'THE' in a bold, black, sans-serif font at the top. Below it, the word 'Siber' is written in a large, elegant, black cursive script. A small, detailed illustration of a coffee cup with steam rising from it is positioned over the 'i' in 'Siber'. Below 'Siber', the word 'Social' is also written in the same cursive script. A black silhouette of a martini glass with a small olive on a stick is placed over the 'i' in 'Social'.

Brief Background

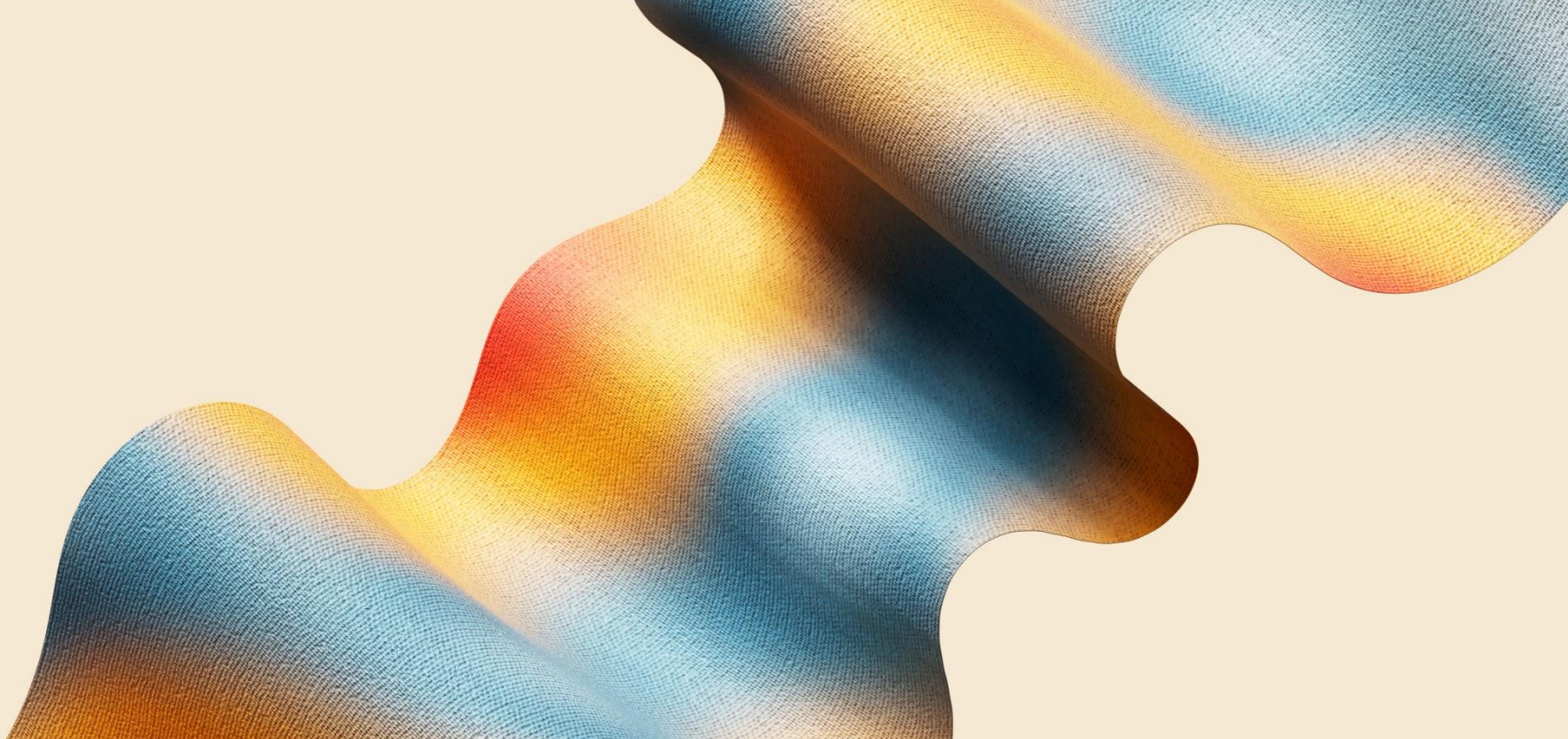
Assignment Background: Students were asked to conduct primary research and write a brief for a sober bar that was considering opening near BU.

Key Action: Increase awareness of The Sober Social to establish a loyal customer base.

Insight: Energized Endorphin Chasers can't complete their daily workout endorphin rush if they are stuck feeling hungover from the previous night.

Single Minded Message: When looking for a night of clear-headed fun, go to The Sober Social.

GOAL	Establish a loyal customer base for The Sober Social in Boston.
TARGET	Energized Endorphin Chasers: 18-25-year-old extroverted Boston residents. These students or young professionals enjoy living an active, healthy lifestyle. Whether they are still on a college budget or working their way up the corporate ladder, they prioritize spending money on health-conscious activities. Energized Endorphin Chasers attend workout classes like Core Power, Solidcore, or SoulCycle or participate in group fitness activities like a school or club sports team. These activities help them feel good about themselves, be comfortable in their own skin, while socializing with people with common interests. To match the aesthetic of their interests, they shop at stores like Lululemon or Alo Yoga. They drink healthy beverage alternatives such as Poppi, Olipop, or Kombucha. They eat at restaurants like Sweetgreen or Cava. Although they spend a lot of time working out, they still like to go out with their friends at night, but there's a voice in their heads telling them to watch what they are putting in their bodies.
CONSUMER PROBLEM	They are not able to enjoy themselves when going out, nervous about how they will act when drinking.
DESIRED ACTION	Feel like they have finally found a going-out spot that understands them; show up to The Sober Social on a regular basis.
INSIGHT	Energized Endorphin Chasers can't complete their daily workout endorphin rush if they are stuck feeling hungover from the previous night.
KEY MESSAGE	When looking for a night of clear-headed fun, go to The Sober Social.
SUPPORT POINTS	<ul style="list-style-type: none"> - Our drinks are nonalcoholic, so you can enjoy your night out... plus avoid an annoying hangover the next morning or having to find a designated driver - There is a pre-existing established location in Atlanta with strong reviews, citing exciting drink options, an inviting atmosphere, among knowledgeable service - 42% of Gen Z are leading the sober curious trend, citing benefits for both physical/mental health - The Sober Social understands the importance of clear-headed fun



Resume

AMANDA HEALY	
Winter Garden FL 34787 (321)-289-0408 ajhealy333@gmail.com https://amandahealy.journoportfolio.com/	
EDUCATION	
Boston University College of Communication Boston, MA <i>Major: Journalism, Minor: Advertising</i> GPA 3.95 (Dean's List) Relevant Coursework: Writing for Communication, Newswriting, Law & Ethics of Journalism, Visual Storytelling, Sports Journalism, Sports Seminar, Reporting in Depth, Media Strategies, Ad Management, Advertising Strategy & Consumer Insights I & II, Interactive Marketing Strategies	Expected May 2025
EXPERIENCE	
HeadBox London, United Kingdom Freelance Content Writer Content Writer Intern Writes SEO content and articles for an award-winning event company expanding into the U.S., driving B2B and B2C event needs to venues. Clients include L'Oreal and Sky. <ul style="list-style-type: none">Writes engaging content on the best restaurants, bars, and corporate spaces in New York City. Sources experiential images, and publishes material through Strapi CMS.Increased US traffic by 200% percent in three months.Earned Writer position following Internship, by meeting deadlines and flawless execution.	April 2024 - January 2025 February 2024 - April 2024
Boston University Boston, MA Teaching Assistant (Sport Journalism course) Edits and provides feedback on students' papers and assignments for Professor Michael Holley. <ul style="list-style-type: none">Earned T.A. role after showing exemplary performance in previous courses.Guides fellow students' quality of work by giving recommendations on clarity and communicating improvements.	September 2024 - Present
The Buzz (an online and print lifestyle magazine) Travel Section Editor Oversees the production of online and print articles for the Travel Section. <ul style="list-style-type: none">Edits content and provides feedback to section writers, so content is clear and relevant for the target audience.Leads team meetings, delegates content assignments and provides content support.Delivers pieces for publication ahead of deadlines with seamless delivery.	September 2023 - Present
Food and Culture Section Writer Collaborates with fellow writers and section editors, pitching various story ideas each semester, based on trending topics. <ul style="list-style-type: none">Writes multiple informative, appealing online articles each semester.Seven print articles were published in hardcopy editions to appeal to a different, print audience.	January 2022 - Present
Co-host (WTBU Radio) "Proceed with Caution" <ul style="list-style-type: none">Produces a podcast focusing on lifestyle and entertainment news, with storytime episodes allowing the audience to get to know Amanda and Nina. "Keep It Real: A Podcast" <ul style="list-style-type: none">Created and produces an original podcast that focuses on pop culture and lifestyle through the eyes of two college students from an honest perspective.	January 2023 - Present August 2021-May 2022
Crew Member (BUTV10's Pop Showdown) A pop culture game show on BUTV10 where students compete and showcase their knowledge on movies, TV, music and more. <ul style="list-style-type: none">Creates creative, but tricky questions for upcoming shoots.Sets up the studio equipment ahead of the shoot, resulting in smooth and efficient operations.Detail-oriented and exceptional contributor as an assistant stage manager, audio technician, and teleprompter controller.	August 2021 - Present
TECHNICAL SKILLS	
Adobe Audition, Adobe Lightroom Classic, Adobe Photoshop, Adobe Premiere Pro, Google Docs/Slides/Sheets, Microsoft Office, Strapi Content Management System, Social Media Platforms, Semrush Academy SEO Fundamentals Certified, Canva	