

# 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:** 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

**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 10,000 members; live videos, positive discourse, and intentional networking

**Jackson County Patriot Network, Founder and Chair, 2021 - 2023, a grassroots movement for influencing school boards, and local government for truth and freedom**

**Russell Kirk Fellowship, Co-Founder, 2011 - 2013**

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

References available upon request.