



# Transform Consulting Group

Amanda Schortgen, Communication Manager

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## SUMMARY

Amanda Schortgen is the Communication Manager at Transform Consulting Group—a woman-owned, strategic, and data-informed consulting firm focused on serving nonprofits, education, government, & communities. She leads all marketing and communication efforts for the company and support client communication strategies.

## EDUCATION

Bachelor of Science,  
Media Communications  
and Business  
Administration

- Indiana Wesleyan University

## EMPLOYERS

**Transform Consulting Group,** *Communication Manager, 2016-Present*

**YWCA North Central Indiana,** *Community Outreach & Prevention Specialist, 2012-2013*

**FOX28 News,** *Multimedia Journalist 2012-2013*

## CONSULTING SERVICES & EXPERIENCE

### Communication & Marketing

- Manage all communications for Transform Consulting Group (TCG), including communications plan, web content, social media, email campaigns, and marketing materials
- Created and implemented client communication audit process to inform next steps and recommendations for improvements
- Helped launch and grow client programs through developing a communications plan, web development, social media plan, management and growth strategies, marketing materials, and training for staff
- Rebranded a client that went through a restructuring of their programming and services by creating new marketing materials, key talking points for staff, presentation templates, social media plan, new website content, and additional tools and resources for outreach
- Trained client staff on implementing newly created communication and marketing resources
- Wrote media releases & promoted stories to media outlets for several client projects such as the Indiana Heart Gallery, the Governor-appointed Indiana Early Learning Advisory Committee, and annual statewide Indiana Summit on Early Learning
- Shot, edited, and wrote scripts for videos to assist in communicating the mission of the YWCA North Central Indiana and Healthy Families Indiana

### Graphic Design

- Designed the following materials:
  - All TCG Marketing Materials
  - Client Materials including: Annual Reports, Community Needs Assessment Reports, Feasibility Study Reports, Strategic Plans (full report and one-page documents), Marketing Materials (brochures, postcards, flyers), Communication and Program Toolkits, Infographics

### Fundraising Strategies

- Developed and implemented fund development plans for clients to increase and diversify their funding
- Trained staff and boards of directors on implementing the fund development plan and best practices
- Completed 21<sup>st</sup> Century Community Learning Center grant application for The Center for Whitley County Youth
- Coordinated 3 major fundraising events for the YWCA along with monthly small scale donor appreciation events