

Amanda Swickle

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EDUCATION

EXPECTED JUNE 2027

Northwestern University – Evanston, IL - Bachelor of Arts in Communication Studies

- GPA 3.9/4.0; Dean's List 10/10 Quarters
- Major: Communications Studies - Creative Markets & Industries, Strategic & Organizational Communications tracks
- Minors: Entrepreneurship, Theatre, Integrated Marketing Communications Certificate Medill School of Journalism

PROFESSIONAL EXPERIENCE

The Virginia Wadsworth Wirtz Center - Northwestern University

MARCH 2024-PRESENT

Marketing Assistant /Data Analytics

- Manage social media, foster community engagement, and partner outreach for the 40+ arts productions in each season
- Design and manage digital photo and video assets in Constant Contact and Sharepoint for all social media platforms

Sony Music Entertainment

People eXperience/The Learning Collective (TLC) Intern

JUNE 2026 – AUGUST 2026

- Developed scalable tracking systems to monitor learning engagement across facilitators, trainers, managers, and employees on HowNow; programmed AI “gurus” for personalized learning support
- Designed Monday.com boards to support the global rollout of Brilliant Basics, Sony Music’s leadership development program, providing visibility into participant, facilitator, and cohort progress
- Supported the planning of Connections Month through event ideation, timeline development, budget tracking, and resource coordination to foster cross-departmental connection
- Led event operations for the Sony Music Intern Showcase, overseeing a virtual event for 100+ interns and supervisors by managing scheduling, technical logistics, and participant experience

Shore Fire Media

Entertainment Publicity Intern

JANUARY-MAY 2026

- Maintained press materials for Courtney Marie Andrews, EPiC Film Soundtrack, Manchester Orchestra, Fliturn, Theo Lawrence, Brian Cullman, and Joe McEwen
- Compiled press clips and built targeted media/contact lists by researching journalists, media outlets, and influencers using Muck Rack, FileMaker Pro, and Cision
- Created tour press grids, drafted internal memos and pitches, attended client calls and creative brainstorming sessions

Authentic Brands Group

JUNE-AUGUST 2025

Corporate and Creative Services Intern

- Supported project management across 75+ fashion brands, coordinating creative requests from brief to delivery
- Proofread and copyedited presentation decks, briefs, and marketing materials for accuracy and brand consistency
- Conducted brand voice and market research, compiling findings into clear documentation for cross-functional use
- Collaborated with creative, marketing, and brand departments, drafted professional communications, project updates

Brookside Artist Management

SEPTEMBER 2024-AUGUST 2025

Talent Management Intern

- Prepared quote sheets, script coverage, and press packets, audition uploads in Slack, edited client talent reels, project tracking in IE and Breakdown, general director and writer’s lists, Jimmy Awards Talent lists, Film Festival tracking

The Shubert Organization

JULY-AUGUST 2024

Tourism Marketing Intern

- Acted as the online personality for The Broadway Collection, promoting productions across Schubert’s 17+ Broadway and Off-Broadway theatres to NYC travelers
- Presented findings on website and social media traffic, market trends, tickets sales, and content performance to the marketing team- projects have increased audience engagement by 1000% with 85,000+ views

LEADERSHIP AND VOLUNTEER EXPERIENCE

StageStrat

DECEMBER 2024-PRESENT

VP of New Businesses and External Communications

- Founding executive member of Northwestern’s first Entertainment Consulting Agency; head of new clients and partnerships with entertainment companies in Chicago, oversees collaboration with managers and client teams

Seesaw Theatre

Education Director

JUNE 2025-JUNE 2026

- Plan all workshops at schools and various local organizations, write lesson plans, brainstorm innovative workshop themes; outreach, management, and training of teaching assistants, monitors weekly newsletter email blasts

Touring Producer

JUNE 2023-JUNE 2024

- Managed administrative operations for Seesaw Theatre’s Spring touring production, coordinating communication between production and the board, booking school performances, organizing student profiles for the director and cast

SKILLS

[Monday.com](#) Workflow Associate and Admin Associate badges, CanvaPro, Adobe Editor, Breakdown Express, Microsoft 365