



**Amy Swain – Candidate for Indian Creek Township Board in the May primary, 2010**

*“It’s time to put our community back together. We must take care of our park, the needs of those who are struggling and of ALL residents of Indian Creek.”*

**EDUCATION** • B.S. Marketing/Advertising • Indiana University

**PROFESSIONAL SUMMARY**

Creative, outgoing Marketing/Advertising professional with 20+ years experience serving multiple types of businesses and organizations. Results-oriented project leader as well as team player, thriving on project completion. Superior communications, presentation, negotiation and management skills. Expertise in working with multiple, concurrent project deadlines, assuring accuracy. Experience collaborating with a variety of student and professional groups on campus as well as business and organizations in the community. Experienced presenter, able to travel.

**Indiana University Student Media 12/97-Present**

- Recruited by the Indiana Daily Student to spearhead sales efforts of 9-10 person team and \$600,000 revenue budget
- Promoted to direct a 27-person team and \$2.4 million revenue budget

**Schurz Communications 7/88-11/97**

- Analyzed and interpreted competitive and industry factors for *Herald-Times, Times-Mail*
- Evaluated target market to achieve proper positioning
- Worked within budgetary constraints to implement print-media buys

**Tulip Trace Council of Girl Scouts 8-85 to 7-86**

- Filled dual roles of Public Relations Director and Fund Development Director
- Coordinated diverse Public Relations program in 12 member counties
- Developed and implemented Annual Giving Campaign and coordinated other Council fundraising efforts, including Annual Cookie Sale as well as grants & private donations

**COMMUNITY INVOLVEMENT**

**Indian Creek Community Association**

Coordinated youth games at Good Neighbor Day. Participated with Trick or Treat Village booth. Helped with preparations for Easter Egg Hunt. Delivered flyers for various events.

**Monroe County Parent Aid - Former board member**

**National Exchange Club 2-92 to Present**

Serve on local, district and national Board of Directors. Responsible to raise money for projects as well as oversight of how funds are allocated. Served previously as a nationwide trainer and on the national Technology Committee as well as Chair of national PR/Marketing Committee and on national Programs of Service Committee. Currently serving on national Marketing Committee and as Chair of New Media subcommittee which directs social-networking opportunities and viral marketing (Facebook, LinkedIn, Twitter, etc.)

**AWARDS**

- Various Hoosier State Press Awards for advertisements (joint efforts with designers)
- 1985 Communicator’s Award, United Way of Central Indiana.
- 1992 Exchangite of the Year for Exchange Club of Bedford, Indiana

**PERSONAL**

Resident of Monroe County for 31 years, residing for 16 years in Indian Creek Township  
Married for 20 years to Brad Swain  
Former EMT and CPR Instructor