

AMBER L. SMITH

OBJECTIVE

Results-driven communications and community relations professional with more than 23 years of experience in media, government and business communications. Utilizes extensive internal and external communication skills and community outreach experience to promote and share the stories of an organization. Also responsible for developing talking points, scripts and speeches for executive and department leaders. Develops and implements strategic internal, external and corporate communications, engaging both the public and team members through inclusive communication cascades and nourishes a close relationship with local media outlets, advertisers, businesses and community leaders. Identifies as a leader by serving on several internal and community committees and boards.

EXPERIENCE

- **COMMUNITY RELATIONS MANAGER – POLK MARKET, ADVENTHEALTH 2023- PRESENT**

Responsible for showcasing and promoting the AdventHealth mission and brand throughout Polk County. I initiate and maintain relationships with strategic partners in the Central Florida region, develop and execute community programs/initiatives. I craft major community outreach opportunities and help identify potential volunteer and community service opportunities for AdventHealth leaders and team members. I am also responsible for preparing executives and leaders for community events by writing speeches, scripts, talking points and wrangling the media.

- **SENIOR CORPORATE COMMUNICATIONS SPECIALIST, ADVENTHEALTH 2022 -2023**

Responsible for managing external, corporate and crisis communications for the five AdventHealth hospitals in the Heartland Region. I am responsible for organizing all press conferences and writing speeches and talking points for executive staff as well as department leaders. I facilitate physician interviews and highlight service lines with media partners while highlighting AdventHealth's commitment to Whole Person care and incorporating the company's mission, vision and service standards. I partner with internal communications and marketing teams to promote stories and events both in internal communication vehicles and on social media. I serve as the Public Information Officer for all five hospitals.

- **INTERNAL COMMUNICATIONS SPECIALIST; SENIOR SPECIALIST, ADVENTHEALTH – 2019- 2022**

Responsible for the tactical execution of all internal communication vehicles and team member events. I also provided strategic thought leadership with insight into the unique communication needs for team members and distribution of campus information. I worked closely with leadership to proactively identify communications needs and potential public affairs issues. Managed and elevated employee communications initiatives, including, but not limited to regular written communication, content for AdventHealth's internal web portal, and capturing, editing, producing internal and external video.

- **MARKETING COORDINATOR, HEART OF FLORIDA REGIONAL MEDICAL CENTER/ADVENTHEALTH — 2017-2019**

Responsible for designing and writing collateral for hospital service lines, organizing physician outreaches, writing and sending out press releases and articles for outside publications as well as our internal employee newsletter. Designed all mailers, posters and employee announcements as well as organizing all hospital health fairs and employee events, writing and uploading Facebook posts for both Heart of Florida and Lake Wales hospitals.

- **PUBLIC RELATIONS MANAGER, OSCEOLA CO. SUPERVISOR OF ELECTIONS OFFICE - 2009-2017**

- **DIRECTOR OF COMMUNICATIONS, FVMA - 2008-2009**

- **EAST POLK REPORTER, THE LEDGER - 1998-2008**

- **CITRUS COUNTY CHRONICLE - 1995-1998**

EDUCATION

- EASTERN ILLINOIS UNIVERSITY — B.A. JOURNALISM, 1991
- AUBURN UNIVERSITY - CERTIFIED ELECTION REGISTRATION ADMINISTRATOR - 2015

ACHIEVEMENTS/ASSOCIATIONS

- Past President of the Northeast Polk Chamber of Commerce 2024
- President of the Northeast Polk Chamber of Commerce 2023
- Graduate Public Service Leadership Class 2023
- Leadership Polk Alumni Class XV 2021-2022
- 2019 Graduate of Northeast Polk Chamber of Commerce Leadership Class
- Member of Haines City/Northeast Polk Rotary Club
- Currently enrolled in Inside Polk County School Board Class III