

# Amanda Hale

4656 34 Street South, Arlington, V.A.  
ahale77@gmail.com; 202-427-2885

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## SUMMARY OF QUALIFICATIONS

Professional writer and editor with 15 years of experience as a proposal writer, health journalist, and communications specialist. Demonstrated ability to work with development specialists and subject matter experts at all levels to craft compelling proposals, reports, success stories, and marketing materials.

## KEY SKILL AREAS

Writing	Research	Collaboration	Process Improvement
Editing	Strategy Development	Marketing	Mentoring

## WORK EXPERIENCE

### Senior Proposal Writer, IntraHealth International

February 2021-present

Arlington, Virginia (Remote staff)

- Lead proposal capture efforts for integrated health service delivery, HIV/AIDS, and local capacity strengthening bids, including conducting background research, data analysis, and stakeholder interviews to inform win themes, partnering scenarios, and technical strategies. Facilitate interactive design sessions, such as deep data dives and root-cause analysis, with technical leads and country teams to generate data-driven, cutting-edge strategies that meet beneficiaries' most pressing needs.
- Write, edit, and review priority bids for the organization, including serving as a midpoint reviewer to ensure that proposal sections are responsive to donor requirements, highlight our core technical strategies and win themes, and tell a compelling story about how we will improve health outcomes.
- Develop guidance documents and tools, including key proposal milestones and orientation materials for new technical leads, to enhance IntraHealth staff members' proposal development skills.

### Senior Specialist, New Business Development Global Health Division, Chemonics International

June 2019-February 2021

Crystal City, Virginia

- Served as a lead proposal writer for maternal, newborn, and child health; family planning; nutrition; HIV/AIDS; malaria; and supply chain management programs funded by USAID and the Global Fund.
- Conducted in-country and remote research to inform proposal win themes, partnering strategies, and technical activities. Led a team to research HIV service delivery in Northeast Nigeria, using insights from health workers, government staff, and community groups to craft a winning task order proposal under USAID's Strategic HIV/AIDS and TB Response Program (SHARP) IDIQ. Created tools to improve remote research processes, including an interview guide for in-country consultants.
- Mentored first-time writers in researching, outlining, and writing high-quality proposal sections.
- Wrote dynamic marketing and outreach materials, such as a two-pager on Chemonics' capacity building experience, to share with potential partners at health conferences and outreach events.

### Senior Writer/Editor

September 2013-June 2019

### Editorial Support and Production Department, Chemonics International

Washington, D.C.

- Wrote and edited proposals, reports, and success stories, working with regional teams and designers to ensure materials complied with client and corporate standards for writing, style, and format.
- Wrote two winning proposals for USAID's \$600-million Nigeria SHARP IDIQ and \$20-million Dominican Republic Community Justice System Strengthened Project, collaborating with technical experts across the company and in-country partners to design persuasive technical strategies.
- Served as a short-term communications consultant for USAID's Coastal Cities Adaptation Project, travelling across Mozambique to research conditions in project neighborhoods, interview project beneficiaries and partners, and write a series of success stories and external blogs.

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**Social Collaboration Analyst**  
**Operations Policy and Country Services Network, The World Bank**  
Washington, D.C.

January 2012-August 2012

- Designed and implemented the World Bank's first social collaboration communications strategy.
- Worked with economists, task team leaders, and senior managers to write weekly success stories demonstrating the business value of social collaboration, particularly in linking decentralized teams.
- Managed communities on the World Bank's social collaboration platform, *Scoop*, and trained staff on how to use the platform to find development expertise, share knowledge, and promote best practices.

**Outreach Coordinator**  
**Administrative and Client Support (ACS) Network, The World Bank**  
Washington, D.C.

May 2009-January 2012

- Managed an outreach program for 2,000 administrative staff and organized knowledge-sharing events (e.g., town-hall meetings) to generate awareness of the ACS Network's accomplishments.
- Published feature articles on the critical role of administrative staff in World Bank health projects, such as the *Abiye* (Safe Motherhood) program in Nigeria, as part of the ACS Network's e-newsletter.
- Wrote and edited project proposals, briefing notes, and reports for senior management review.
- Served as the ACS Network's social collaboration champion by facilitating online communities, producing online content, and launching the first Social Collaboration Train the Trainers Program.

**Marketing Associate**  
**National 4-H Council**  
Chevy Chase, Maryland

June 2008-May 2009

- Wrote, edited, and designed *The Power of Youth*, 4-H's national quarterly newsletter for donors and foundation executives who invest in 4-H programs.
- Researched and wrote national press releases, web articles, and media audits for the 4-H system.
- Oversaw multi-departmental projects, including the 2007-2008 Annual Report.

**Health Journalist**  
**Development Communications Network (Devcoms)**  
Lagos, Nigeria

August 2007-May 2008

- Launched *Saving Women's and Children's Lives: A Journalist's Guide to Maternal, Newborn, and Child Health in Nigeria*, as part of Devcoms' core media outreach strategy.
- Wrote web articles and reports for the John Hopkins' Conference on Adolescent Health and Development and the Third Africa Conference on Sexual Health and Rights in Abuja, Nigeria.
- Led capacity development sessions for journalists and health workers on the media's role in health advocacy and policy change during quarterly media forums.

## EDUCATION

**University of Oxford**  
**Oxford, United Kingdom**  
Master of Science: African Studies

June 2013

**University of Victoria**  
**Victoria, Canada**  
Bachelor of Fine Arts: Writing

June 2007

For writing samples, please visit my [online portfolio](#).  
References are available upon request.