

For more than 25 years, Amy Blum has earned a reputation as a creative, energetic, and highly experienced public relations and media specialist, writer, publicist, marketing strategist, and entrepreneur with a proven record of diverse media placement.

Her experience in branding development—and associated close collaborations with design colleagues—has successfully translated client brands into revamped collaterals with message consistency across all communication platforms. She is responsible for client social media including blogs, Facebook, Twitter and Instagram. A skilled writer, editor, and a whiz with the iPhone camera, Amy's writing and photos have been published by a number of magazines, newspapers, and websites. She collaborates regularly with web designers to write and re-write website copy.

Amy is known and respected for her diverse clientele. Current and recent clients include Friends of Ganondagan (Native American), Children Awaiting Parents, Rochester Contemporary Art Center, EquiCenter, Northeast Organic Farming Association of NY (NOFA-NY), author David Seaburn, Ocean Crawler Watch Company, Walnut Hill Carriage Driving Competition, artist Peter Jemison, Minneapolis Guitar Quartet, the Stuart Horse Trials, Classics for Kids Foundation, Blackfish Brigade: Voice of the Orcas, Bodymind Float Center, Leadership Coaching, Inc., and recordings by composer David Mallamud, the Kandinsky Trio, and Manhattan Transfer vocalist Cheryl Bentyne.

In the arts, Amy has successfully publicized soloists, chamber ensembles, orchestras, recordings, music festivals, art galleries, multi-cultural performance pieces, record labels, and composers. Among them are the Muir String Quartet, composer Joan Tower, d'Note Records, Summit Records, Pro Musica Chamber Orchestra (OH), Jacksonville Symphony, and Music in Owatonna at the Gainey Center (MN).

As Rochester Philharmonic public relations director (2006-2010), she created and implemented the organization's public relations and media communications plan, averaging \$1 million worth of publicity annually. She also was responsible for writing and managing their award-winning annual report.

Amy served as the Eastman School of Music's national publicist from 2001-2005, and, as an adjunct lecturer, continues to teach the annual Eastman Arts Leadership Program course Arts, Media, and Promotion, working closely with young collegiate professionals. She also has lectured at the school on Image & Identity, Arts Management & Publicity, and Alternative Careers in Music. She appeared as a panel participant on strategic marketing for "crossover" music at Eastman's Symposium on Popular Music, taught a course in entrepreneurial skills, and was a guest speaker for the Digital Portfolio class. At Nazareth College, she re-designed and taught Exploring Arts Administration in the music business program and has been a guest speaker for Fifth House Ensemble's Fresh Inc. Festival, Virginia Tech, the University of Rochester, Nazareth College, and the Round Top (TX) summer music festival.

Amy graduated magna cum laude from SUNY Buffalo with a bachelor's degree in music. She began an arts management business working in cooperation with General Arts Management Inc. (Toronto), and later with Shaw Concerts (New York), subsequently establishing her public relations business as an outgrowth of this work.