

Ch'nell (Chnell) Amos

Strategic Marketing & Communications Leader

Seattle, WA | Willing to Relocate to Los Angeles, CA

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Executive Summary

15+ years of experience shaping culturally resonant campaigns across healthcare, political, education, and community sectors — including nearly four years leading **nonfiction storytelling initiatives at Providence Swedish**. Proven success in delivering **award-winning, breakthrough campaigns with zero budget** through creative strategy, influencer engagement, and cross-functional leadership. Widely recognized for a **commitment to excellence**, receiving 20+ unsolicited peer kudos annually. Thrives in **high-performance, feedback-driven environments**, making Netflix's sports-team culture a natural fit.

Core Competencies

Campaign Strategy | Nonfiction Storytelling | Cross-Functional Leadership | Cultural Marketing | Creative Direction | Influencer Partnerships | Media Relations | Data-Informed Marketing | Brand Growth | Strategic Communications

Professional Experience

Senior Communications Specialist

Providence Swedish North | Everett, WA

Jan 2022 – Present

- **Led end-to-end strategy and execution of multiple 360° campaigns** (digital, AV, social, influencer, community), including *Meet the Midwives*, *CenteringPregnancy*, *Pulsed Field Ablation*, *BeSMART*, *Black Men in Action: Against Colorectal Cancer* and *Women's Wellness* — achieving some of the **highest engagement, reach, and share rates** in the system despite zero budget. Increased both reach and engagement by 5-10% bi-annually, and expanded the Brand's positive media coverage and share of voice through multiple local media placements of community-first health campaigns.
- **Pioneered culturally resonant campaigns** using the organization's **first influencers of color**, expanding community reach by 30% and increasing participation by 25.45%. Increased Diversity, Equity, and Inclusion efforts by being the **first to cover PRIDE** on Providence social media channels.
- **Secured earned media coverage**, including front-page placement of the article "Providence's High-Risk Cancer Clinic in Everett Provides Hope for Sisters" in *The Herald*, driving 22% increase in web traffic and community engagement; facilitated media spot and training for Dr. Bhama resulting in King 5 morning news spot to address a then trending medical curiosity concerning a celebrity.

- **Produced award-winning in-house creative**, saving ~\$200,000 annually; received 2024 *Communicator Award* and *PR Daily Nonprofit Communications Award*.
- **Acted as strategic connector** among physicians, executives, filmmakers, and creative teams, delivering rapid, cohesive campaigns in high-stakes contexts (e.g., labor strike).
- **Forged community partnerships** (YMCA, Snohomish County Black Heritage Committee, King County Sheriff), launching culturally tailored campaigns such as “100 Black Men in Action: Against Colorectal Cancer,” increasing engagement in targeted communities by 8%.
- **Grew social media audiences**, increasing followers on Facebook and X by 5% and boosting engagement by 5-10% quarterly through real-time analytics and innovative content strategy.

Selected Campaign Highlights

- **Pulsed Field Ablation** – Educated patients on breakthrough cardiac procedure; positioned Providence as 1st in Snohomish County and 3rd in WA to offer treatment.
- **BeSMART Gun Safety Webinar** – Partnered with King County Sheriff + influencers, securing coverage in *Lynnwood Times* and reaching hundreds of shares across our social channels.
- **Providence’s High-Risk Cancer Clinic in Everett provides hope for sisters**– Led storytelling campaign that secured *The Herald* front-page coverage and drove 30% traffic uplift.
- **Women’s Wellness Campaign** – Increased participation by 25.45% among underserved communities by being the first within the organization to use local, culturally aligned influencer partnerships.
- **Labor Strike Communications** – Directed rapid-response campaign recognized with *PR Daily Nonprofit Award* for strategic storytelling under pressure.

Marketing & Creative Consultant

Honorable District Judge Angela Tucker Campaign | Collin County, TX
2008 – 2014

- **Developed a unified campaign identity across social and earned media channels**, amplifying Judge Tucker’s platform and **mobilizing thousands of Black voters in Collin County to strategically cross party lines**, a decisive factor in her historic election win as the first Black woman District Judge.
 - **Led creative strategy and production** for campaign branding and media—including graphic design, photography, website development, and press assets—ensuring a cohesive narrative across all platforms.
 - **Led integrated communications efforts**—from cultivating donors and journalists to producing outreach campaigns—that expanded Judge Tucker’s visibility and community impact.
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Communications & Marketing Manager

A.N.D. Home Healthcare | Dallas, TX

2014 – 2016

- Led a team of over 700 employees across Texas, improving service delivery and compliance through strategic training. Grew to #2 top home healthcare provider agency in Texas in 1st year.
 - Executed community marketing campaigns that increased weekly revenue from **\$18,000 to \$300,000**, expanded client base by 60%, and enhanced regional brand visibility.
 - Managed payroll, budgets, and vendor relations during a period of rapid growth.
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Earlier Experience

Communications Director

Kiddie Academy | Allen, TX

2020 – 2022

- Directed online communications and marketing for a high-volume early education center serving 150+ families.
- Increased student enrollment from 70 to 250 within six months through strategic communications, social growth (80%+ engagement increase), and DEI-focused storytelling.

Graduate Tutor / Communications Specialist

Texas Woman's University, Write Site | Denton, TX

2016 – 2020

- Redesigned and relaunched the North Texas Writing Centers Association website, increasing engagement by 30%.
 - Conducted DEI trainings; copy-edited academic manuscripts, averaging 20+ pages per 30-minute session.
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Education & Professional Development

- **Texas Woman's University – Denton, TX**
 - Master of Arts, Rhetoric and Composition (2022)
 - Bachelor of Arts, English Literature (Major) & Art History (Minor) (2019)
 - **Cornell University** – Certificate, Public Relations Strategy (2024)
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Leadership & Affiliations

- **Board Member**, Foundation for Edmonds School District
- **Member**, National Association of Black Journalists (NABJ)
- **Member**, Providence Swedish DEI Committee and Health Equity Partnership