

SUMMARY OF QUALIFICATIONS

- Social Media
- Public Relations
- Journalism
- Marketing

EDUCATION

Virginia Commonwealth University, Richmond, VA

Anticipated Graduation: December 2013

Bachelor of Science, Mass Communications

Concentration: Print Journalism

Minor: Creative Writing

RELEVANT COURSEWORK

Capital News Service, Journalism, Spring 2013

Correspondent

- Covered the 2013 General Assembly session from the Virginia State Capitol
- Published several articles in newspapers and online publications throughout the state
- Developed breaking news stories on tight deadlines
- Compiled and analyzed data to uncover compelling news features

CBS 6 WTVR.com, iPad Journos, Social Media, Spring 2012

Contributing Journalist

- Conducted and submitted 10 man-on-the-street video interviews inside the Siegel Center as people awaited President Obama's speech on May 5th to launch his presidential campaign at Virginia Commonwealth University
- Compiled a multimedia news package with audience reaction on the President's address specifically for national circulation
- Researched and wrote social media and the job search story that was picked up across several regional news sites
- Covered the Virginia Communications Hall of Fame and interviewed ten inductees and reported on their accomplishments
- Utilized iPad in iPadJournos course for the research, development, writing, recording, editing, and posting of articles for wtvr.com
- Created a social media presence and professional brand on seven social media platforms

Snagajob, Richmond, VA

August 2012 – Present

Marketing Intern

- Works closely with the Marketing Department to boost jobseeker engagement
- Curates content for job alert emails and the Snagajob jobseeker blog
- Creates job alert emails and codes HTML using Microsoft Web Expression and online email client BlueHornet
- Coordinates with account managers to ensure B2C communications engage jobseekers and maintain steady application flow for clients.

Society of Professional Journalists, Richmond, VA

October 2012 – Present

Social Media Coordinator, Member

- Updates and maintains social media platforms for the VCU chapter of SPJ
- Publicizes mass communications and SPJ information and events using Twitter, Wordpress and Facebook
- Works with members of the SPJ leadership team to create fun, educational events

Bandazian & Holden, Richmond, VA

May 2012 – August 2012

Social Marketing Intern

- Strengthened business ties within the Richmond community by expanding outreach programming to local businesses
- Collaborated with marketing team and management to develop content for blog and social media outlets
- Researched, organized, and compiled sales-related information about market trends in commercial real estate
- Assisted with brand and identity related projects including print collateral and professional networking events

Stanley Antiques and Fine Art, Richmond, VA

May 2012 – August 2012

Social Media Intern

- Developed communications plan to enhance brand and identity of reproduction shop and fine art gallery
- Created a social media campaign targeting existing customers utilizing Facebook, Pinterest, and Tumblr
- Collaborated with owner to write content to compete for customers on widely recognized industry websites

KEY SKILLS

Adobe Creative Suite CS5: InDesign, Photoshop, Dreamweaver and Audition

Social Media: Tumblr, WordPress, Facebook, Twitter, StumbleUpon, LinkedIn, YouTube, and Storify

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Officials Celebrate Work on Redskins Training Camp

February 18, 2013 12:15 pm - Potomac Local News

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[Photo; Capital News Service]

By **ALLISON LANDRY** and **AMBER SHIFLETT**
Capital News Service

RICHMOND, Va. – At a groundbreaking ceremony for the Bon Secours Redskins Training Center, Gov. Bob McDonnell gave a play-by-play of how the facility will boost the economy and create jobs.

McDonnell spoke as officials from Bon Secours Virginia Health System, the city of Richmond and the Washington Redskins joined together Thursday to celebrate the start of construction of the project.

Work on the world-class training facility, which will cover 15 acres along Leigh Street, behind the Science Museum of Virginia, is well under way. Officials project that the center will attract more

Community Events Calendar

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[Friday Flicks: Quality Movies Based on Books](#)
April 12 - 10:30 AM - Woodbridge

[Friday Flicks: Quality Movies Based on Books](#)
April 12 - 10:30 AM - Woodbridge

[Friday Flicks: Quality Movies Based on Books](#)
April 12 - 10:30 AM - Woodbridge

[Open The Door, Take A Tour Open House Event](#)
April 12 - 9:00 AM - Manassas

[Laptime Tales](#)
April 12 - 10:30 AM - Manassas

[ALL EVENTS](#)

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than 100,000 fans, create hundreds of jobs and generate payroll, real estate and other tax revenues.

Richmond Mayor Dwight C. Jones said the project will be an economic driver for the city, especially because it will attract more tourism. He also stressed the importance of Bon Secours' role in the community, providing new programs and community activities to residents.

"This partnership will also generate needed health services – not just here, not just in the west end, but also in the east end. And for this, we are really grateful," Jones said.

Asked if he thinks the Redskins' decision to come to Richmond will benefit the city, Jones answered: "Do you think that a deal that's worth over \$40 million in real estate development is good for the city? ... Are 200 new jobs good for the city? Is \$18 million in new payroll tax good for the city? Are new real estate tax revenues and new payroll opportunities good for the city?"

Married to a former Washington Redskins cheerleader, McDonnell has been a longtime fan of the team. He is thrilled that Daniel Snyder, owner of the team, has chosen the Virginia capital as its new headquarters.

"People young and old in the capital city will now be able to welcome the NFC champion Washington Redskins," McDonnell said. "Some of you may see burgundy and gold and 'Hail Mary' and 'hard knocks,' but you know what I see? I see jobs and tax revenue coming to the city of Richmond and the state of Virginia."

Bruce Allen, executive vice president and general manager of the Washington Redskins, said good leadership can help foster stronger communities, just as it has helped build the Redskins community.

"The Washington Redskins organization, along with our partnership with Bon Secours, is looking forward to changing people's lives every day of training camp," Allen said.

Sister Anne Marie Mack, senior vice president of Bon Secours Richmond Health System, agrees that the training facility has both economic and community benefits for Richmond.

"This partnership will not only bring recognition to our great city, but will expand our quality health and wellness efforts into traditionally underserved areas of our city," she said.

McDonnell said the training camp will be the only site in the country that will operate year-round.

In the offseason, it will offer health services and educational programs for both the west and east ends of Richmond. The facility is expected to bring economic advantages to the universities around the area as well.

"I think all the universities – Richmond and VCU – have some of their own players and athletes being able to engage with professionals on the Washington Redskins. I think they will be some good role models for them," McDonnell said.

Harry Cousins, 73, is a Richmond resident and has been a Redskins fan most of his life. For nearly 50 years, he has been supporting the team and feels very strongly about its debut in the capital.

"You couldn't pay me \$5,000 to put on a different jersey. I just love the Redskins," Cousins said.

Cousins said the Richmond community needs this training camp.

"I know this is going to help, and it'll be a beautiful thing," Cousins said. "It shows you what money can do. Even a man who has money can see areas that need particular things. I give Mr. Snyder all the credit in the world because he can see where things need to be put, and it couldn't be a better place than Richmond."

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Construction of the Bon Secours Washington Redskins Training Center. [Photo; Capital News Service]

GLOUCESTER-MATHEWS GAZETTE-JOURNAL

State budget increases funding for education

Amber Shiflett and Blake Belden / Capital News Service - Posted on Apr 04, 2013 - 10:45 AM

During the final hours of Wednesday's reconvened session, the General Assembly approved a state budget that boosts funding for Virginia's public schools next year.

Legislators considered changes that Gov. Bob McDonnell wanted them to make to House Bill 1500, which lays out the state budget for the 2013-14 biennium. The assembly had passed the bill in February, but McDonnell recommended 52 amendments.

The House and Senate approved most of the governor's recommendations, including three that provided \$2.35 million in additional funds for education.

For example, the General Assembly adopted McDonnell's recommendation to add \$2 million to his Strategic Compensation Grant initiative, increasing that pool of money to \$7.5 million for next year. The governor said the additional funding "will allow more school divisions to participate in this program, which rewards effective teaching."

The initiative allows school districts to provide additional compensation to teachers who take jobs at more challenging schools and help students succeed academically.

Legislators also approved McDonnell's request to boost funding for the Virginia Community College System by \$100,000 next year. The additional money will help develop the Governor's Academy for Student Apprenticeships and Trades. The academy will target high school students looking for full-time employment after graduation.

Besides helping high school students establish careers, the General Assembly also approved more funds for medical education.

As part of the state's community development and revitalization efforts, the General Assembly approved McDonnell's amendment for \$250,000 to plan the construction of a medical college in Abingdon.

Del. Joe Johnson (D-Abingdon), said he supported the amendment because the proposed medical facility will bring economic growth to less prosperous areas of Virginia.

"Southwest Virginia is the poor part of the state, so to speak; there's not a lot of opportunities down there," Johnson said before the House voted on the amendment Wednesday. Johnson said the facility will generate more than \$100 million and about 500 jobs.

The General Assembly rejected two of McDonnell's education-related budget amendments.

One would have provided \$450,000 next year for the Opportunity Educational Institution, a new state-level unit to oversee public schools that have received accreditation warnings for

three consecutive years.

Legislators also rejected McDonnell's recommendation to award \$1 million to the Hampton Roads Proton Beam Therapy Institute at Hampton University. The university is a private institution that has historically served African Americans.

"We ought to give the money to public institutions, not private institutions," said Del. Johnny Joannou (D-Portsmouth).

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Virginia Inmate Granted Hearing for Sex Change

Words **Amber Shiflett**
Wednesday, January 30th, 2013 at 2:45 pm

RICHMOND – A Virginia prison inmate seeking a sex-change operation won a legal victory Monday when a federal appeals panel ordered a lower court to hear the case.



In this March 9, 2011 photo Ophelia De'lonta speaks during an interview at the Buckingham Correctional Center in Dillwyn, Va. De'lonta has filed a lawsuit against Virginia Prison officials seeking a sex change operation. (AP Photo/Steve Helber)

Born as Michael Stokes, Ophelia De'lonta has been diagnosed with gender identity disorder, a psychological condition that causes people to feel like they're trapped in the body of the opposite sex.

De'lonta is serving a 73-year sentence for bank robbery. Since her incarceration in 1983, De'lonta has filed several lawsuits against the Virginia Department of Corrections, claiming that denial of sex-reassignment surgery for her is a violation of her Eighth Amendment rights against cruel and unusual punishment.

De'lonta's pursuit of a sex change has been unsuccessful. Most recently, in 2011, a federal judge dismissed her self-filed lawsuit against the Department of Corrections.

Following a settlement in 2004, the department provided De'lonta with special medical treatment for her disorder. Her treatments are based on the Benjamin Standards of Care, the accepted medical practices for

individuals with gender identity disorder.

As part of her treatment program, De'lonta is permitted to dress and live as a woman while incarcerated in an all-male correctional facility. She has also attended psychological counseling sessions from a gender identity disorder specialist and undergone hormone therapy.

According to the Benjamin Standards of Care, treatment is a three-step process that consists of hormone therapy, real-life experience living as a member of the opposite sex and, in severe cases, sex-reassignment surgery.

Despite her treatments, De'lonta's symptoms have continued. In 2010, she was hospitalized after trying to castrate herself. She has since quit therapy and has been persistently requesting a sex-change operation, with no luck.

On Monday, three judges of the 4th U.S. Circuit Court of Appeals unanimously ruled that De'lonta has a "sufficiently plausible" claim under the Eighth Amendment. The panel sent her case back to U.S. District Court for a hearing.

The ruling said the lower court had erred in dismissing the case. "We first resolve that De'lonta has alleged an objectively serious medical need for protection against continued self-mutilation," the 4th Circuit panel said.

The appellate judges did not rule on De'lonta's request for a sex-change operation.

The ruling acknowledged that prison officials have provided De'lonta with "some measure of treatment to alleviate her GID symptoms." But "it does not follow that they have necessarily provided her with constitutionally adequate treatment," the appellate judges wrote.

They offered this analogy: "Imagine that prison officials prescribe a painkiller to an inmate who has suffered a serious injury from a fall, but that the inmate's symptoms, despite the medication, persist to the point that he now, by all objective measure, requires evaluation for surgery. Would prison officials then be free to deny him

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ABOUT THE WRITER

Amber Shiflett

Amber is a senior at VCU, pursuing a degree in print journalism. She's a self-proclaimed workaholic and RVA native, in her spare time she is an avid photographer and reality TV junkie.

Other posts by [Amber Shiflett](#).



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consideration for surgery, immunized from constitutional suit by the fact they were giving him a painkiller? We think not.”