

Amber J. Liggett, MSEM

Communications | Meteorology | Emergency Management

Pittsburgh, PA | 724-312-4869

Email: alertemamber@gmail.com | LinkedIn: [Amber Liggett, MSEM](#) | Website: www.amberliggett.com

Career Summary:

Senior communications professional with extensive experience across internal, external, strategic, executive, science, crisis, risk, and public communications. Brings a strong educational foundation in meteorology and emergency management, with expertise in science writing, storytelling, stakeholder and public engagement, and project and event management. Offers 20 years of experience in business management and operations, complemented by nearly five years in state government and federal contracting roles.

AREAS OF EXPERTISE

Technical Skills

- Microsoft Office
- Qualtrics
- Google Suite
- Word Press
- Adobe Suite
- Esri StoryMaps

Professional Skills

- Business Process Development
 - Strategic Planning
 - Weather Forecasting
 - Stakeholder Engagement
 - Thought Leadership
 - Data Drive Decision Making
 - Complex Problem Solving
 - Relationship Building
 - Public Speaking
 - Decision Support Service
 - Program Development
 - Executive Communications
 - Organizational Development
 - Public Relations
 - Disaster Preparedness
 - Event Coordination
 - Competitive Intelligence
 - Internal Communications
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SELECT KEY ACHIEVEMENTS

Research Communication

- ✓ Conducted foundational weather and social science emergency management research and contributed to data collection and analysis for science communication projects.
- ✓ Authored three comprehensive research papers detailing processes and findings, ensuring clear communication of complex scientific concepts.
- ✓ Presented research findings at professional weather, water, climate, and emergency management conferences, engaging with experts and the broader communities to foster discussion and collaboration.

Public Information

- ✓ Led a successful public information campaign for COVID-19 during the pandemic leading to increased awareness of the disease, statistics of cases, the vaccine and health safety protocols across the Commonwealth of Pennsylvania and healthcare and hospital systems across the commonwealth.
- ✓ Designed and launched the Climate.gov/ghg landing page and greenhouse gas wireframe, earning commendation from NOAA experts and driving above-average social media engagement.

PROFESSIONAL WORK HISTORY AND RESPONSIBILITY SUMMARIES

Senior Communications Specialist | *FedEx Corporation*

2025 - Present

- ✓ Develop high-visibility communications for corporate and field leadership, enabling effective rollout of operational changes and ensuring message alignment across nationwide stations.
- ✓ Co-plan and lead leadership meetings with field staff, preparing agendas and briefing materials to support clear communication, informed decision-making, and operational alignment.
- ✓ Produce and distribute company-wide updates on national network transition progress, ensuring accurate, timely, and transparent communication to support organizational readiness and employee engagement.

Communications Specialist | *Groundswell (Federal contractor at NOAA CPO)*

2022 - 2025

- ✓ Led comprehensive internal, strategic communication and media strategies for NOAA CPO resulting in increased agency, stakeholder, and public engagement.
- ✓ Extracted information from climate presentations, papers and research reports and identify what is newsworthy and interesting for stories and other communication materials.
- ✓ Led the development and execution of internal communication strategies, brand messaging, oversees a professional development workshop series, and maintains the NOAA CPO intranet site.
- ✓ Managed internal communications platforms to enhance employee experience and foster a well-informed and engaged office staff.

Instructor | *University of Pittsburgh*

2023

- ✓ Developed course materials, a lesson plan, and PowerPoint slides for courses for adult learning (age 50 and older) in the Pitt Osher Lifelong Learning Institute (OLLI) Program.
- ✓ Taught a five-week online lecture-based course entitled “Exploring the Earth System”. This class included an introduction to earth sciences, meteorology, geology, oceanography, and climatology.

Public Information Officer | *Pennsylvania Department of Health*

2020 - 2022

- ✓ Led the development and execution of public communication strategies for increased awareness and understanding of infectious disease public health information for hospital and healthcare system teams, local PIOs, emergency managers, and health professionals during the COVID-19 pandemic.
- ✓ Produced a variety of written materials, including talking points, press releases, blogs, video scripts, and speeches on infectious diseases, to enhance leadership visibility and impact.
- ✓ Planned, organized and coordinated infectious diseases public relations programs including media relations, public information, digital communications, social media, and promotional/marketing.
- ✓ Created and maintained a crisis communication plan, implementing advanced strategies to enhance public awareness of emerging infectious diseases, epidemics, and pandemics.

Freelance Broadcast Meteorologist | *WHTM-TV*

2018-2021

- ✓ Delivered accurate, engaging, unscripted weather forecasts to the public via television and digital platforms by utilizing weather graphics software, radar, and satellite imagery.
- ✓ Translated complex meteorological data into clear, actionable information for local communities.
- ✓ Provided timely updates on impending weather events through social media and live broadcasts, prioritizing public safety and risk awareness in a fast-paced environment while adapting quickly to changing weather conditions and providing real-time updates.

Graduate Assistant | *Millersville University Center for Disaster Research & Education* 2018-2020

- ✓ Led collaboration with the National Weather Service (NWS) Weather Forecast Office (WFO) in State College to successfully complete the campus StormReady® certification process.
- ✓ Coordinated and led the Community Emergency Response Team (CERT) training program for students, staff, faculty, and community members resulting in improved community preparedness for disasters.
- ✓ Revised and updated the hazardous weather section of the campus Emergency Operations Plan and natural hazards section of the campus Hazard Identification and Risk Assessment (HIRA).
- ✓ Facilitated community outreach events, workshops, and professional meetings.

Founder & CEO | *Amber's Amazing Animal Balloons* 2005 – Present

- ✓ Owns and operates an entertainment business specializing in creating balloon art and offering diverse services for events, including themed sculptures and interactive workshops.
- ✓ Manages daily operations, financial planning, budgeting, and expense management, to ensure sustained business growth and profitably.
- ✓ Inspires and empowers young audiences through public speaking and workshops, encouraging entrepreneurship and creativity, and offering S.T.E.A.M. experiences.

RESEARCH EXPERIENCE SUMMARIES**Student Researcher** | *Millersville University* 2019-2020

- ✓ Evaluated local flood risk perceptions and use of flood safety messaging in Lancaster County, PA through focus groups and interviews for field experience practicum.
- ✓ Consulted local emergency managers and meteorologists (e.g. broadcast meteorologists and NWS WFO State College) about the local understanding and use of flood information for field experience practicum.
- ✓ Developed the North American Humanitarian Response Initiative (NAHRI) Resource Center and associated data management plan with a research team of students and faculty.

Intern | *University Corporation for Atmospheric Research* 2018, 2016

- ✓ Conducted foundational research at the National Oceanic & Atmospheric Administration (NOAA) Earth System Research Laboratories using the short-term experimental High-Resolution Rapid Refresh Ensemble (HRRRE) weather forecasting model.
- ✓ Conducted social science research at the NOAA National Weather Service (NWS) Weather Forecast Office (WFO) in Boulder/Denver, Colorado by evaluating current and developing new educational and outreach materials for the Weather-Ready Nation Ambassador program.
- ✓ Prepared scientific papers, posters, and presentations on each study at colloquium and professional conferences. Both projects were through the Significant Opportunities in Atmospheric Research and Science program.

Intern | *National Oceanic and Atmospheric Administration Hollings Scholarship* 2016

- ✓ Developed National Weather Service Education materials for social media and educators and recruited Weather-Ready Nation Ambassadors in the NWS Office of Communications headquarters.
- ✓ Revamped and posted NWS Seasonal Campaign social media material.
- ✓ Wrote and directed informational NWS videos about the weather and the NWS for public audiences.

- ✓ Conducted outreach about NWS summer safety campaign and careers.

Intern | *National Weather Center Research Experience for Undergraduates*

2014

- ✓ Conducted foundational research at the University of Oklahoma Radar Innovation Lab using the basic ideal of a fuzzy inference system, an artificial intelligence research and soft computing method.
- ✓ Received hands-on experience of the acquisition, processing, and visualization of operational radar data from polarimetric Weather Surveillance Radar 1988 Doppler (WSR-88D).

EDUCATION

M.S. in Emergency Management | Millersville University of Pennsylvania | May 2020

B.S. in Meteorology, Minor in Mathematics | Millersville University of Pennsylvania | May 2018

HONORS AND AWARDS

- ✓ 2025 International Association of Emergency Managers (IAEM-USA) **40 Under 40 awardee**.
- ✓ Received a **letter of commendation** in 2024 from CPO Communication, Education, and Engagement Division Chief David Herring pertaining to general work performance and leadership in developing and synthesizing information for the Greenhouse Gas section on Climate.gov.
- ✓ Recognized among the NOAA Federal team of recipients for the **U.S. Department of Commerce Gold Medal Award** in 2023 for leadership in conceiving, developing, communicating and implementing innovative solutions for equitable resilience to heat's health risks.
- ✓ 2024 inductee into **Continental Who's Who Registry**.
- ✓ 2024 inductee into **Marquis Who's Who in America** as a **Top Professional of the Year** for expertise in science comms and public affairs.
- ✓ 2024 honoree of the **Marquis Who's Who in America Distinguished Worldwide Humanitarian Award**.
- ✓ 2024 Featured Member of the **Marquis Who's Who Marquis Millennium Magazine**.

CAREER PROFESSIONAL DEVELOPMENT HIGHLIGHTS

- ✓ Current International Association of Emergency Managers (IAEM-USA) Region 3 Secretary/Treasurer
- ✓ Current American Meteorological Society (AMS) Committee on Emergency Management Member
- ✓ Current AMS Weather Band Maestro
- ✓ 2022 AMS Early Career Leadership Academy Alum
- ✓ 2019 AMS Summer Policy Colloquium Alum
- ✓ 2019 Graduate of the Federal Emergency Management Agency (FEMA) Emergency Management Professional Program National Emergency Management Basic Academy
- ✓ Former AMS Weather-Ready Nation Symposium Chair and Local Chapter Affairs Committee Chair
- ✓ Former National Weather Association (NWA) Student Representative on Board of Directors
- ✓ Former NWA Student Conference Planning Chair
- ✓ Former IAEM Diversity, Equity, and Inclusion Committee Member, Weather & Water Caucus Member
- ✓ Former IAEM Scholarship Task Force Member, Emerging Professionals Caucus Member

PRESENTATIONS AND PUBLICATIONS

- ✓ “Climate Ready: Empowering Emergency Managers for Tomorrow’s Challenges”, IAEM-USA 72nd Annual Meeting, 2024
- ✓ “What if... We Transformed the Weather-Ready Nation Symposium?”, Bulletin of the AMS, Volume 105, Number 8, 2024
- ✓ “Let’s Talk Science: Guidance for Positive Science Discourse with the Public on Social Media”, NWA 47th Annual Meeting, Pittsburgh, PA, 2022
- ✓ “Navigating the Field of Emergency Management as a Student and Early Career Professional”, IAEM-USA 69th Annual Meeting, 2021
- ✓ “Expert Judgment Versus Yours: Understanding Local Flood Risk Perceptions”, IAEM 68th Annual Meeting, Online, 2020
- ✓ “Expert Judgment Versus Yours: Understanding Local Flood Risk Perceptions”, NWA 45th Annual Meeting, Online, 2020
- ✓ “Expert Judgment Versus Yours: Understanding Local Flood Risk Perceptions”, AMS 100th Annual Meeting, Boston, MA, 2020
- ✓ “An Overview of the Millersville University Emergency Management Programs and Activities”, IAEM-USA Region III Symposium, Millersville, PA, 2019
- ✓ “Weather-Ready Nation: Care Model Development for Ambassadors”, AMS 99th Annual Meeting, Phoenix, AZ, 2019
- ✓ “Building a Weather-Ready Nation through the Integration of Communication and Education”, 18th Annual AMS Student Conference & AMS 98th Annual Meeting, Austin, TX, 2018
- ✓ “Developing a Quantitative Measure of Convective Forcing to Evaluate High Resolution Rapid Refresh Ensemble (HRRRE) Variance”, AMS 97th Annual Meeting, Seattle, WA, 2017
- ✓ “Developing a Quantitative Measure of Convective Forcing to Evaluate High Resolution Rapid Refresh Ensemble (HRRRE) Variance”, AMS 28th Conference on Severe Local Storms, Portland OR, 2016
- ✓ “Gust Front Detection Using Neuro-Fuzzy Algorithm with Polarimetric WSR-88D”, 16th Annual Student Conference during AMS 96th Annual Meeting, New Orleans, LA, 2016
 - Unpublished manuscript available at: <https://caps.ou.edu/reu/reu15/finalpapers/Liggett-finalpaper.pdf>

CERTIFICATES AND TRAININGS

- FEMA L310: Hurricane Awareness for Inland Communities
- Pennsylvania Emergency Management Agency Course 290: Basic Public Information Officer
- Texas A&M Engineering Extension Service: FEMA AWR-330 Whole Community Emergency Management Planning
- Responsible Conduct of Research/Professional Ethics Training
- Commonwealth Training Diversity, Equity, Inclusion: Re-Imaging the Culture of Workplace
- Commonwealth Training Diversity, Equity, and Inclusion
- FEMA Professional Development Series
- FEMA E0101: Foundations of Emergency Management
- FEMA E0102: Science of Disasters
- FEMA E0105: Public Information and Warning
- FEMA E0146: Homeland Security Exercise and Evaluation Program
- FEMA Community Emergency Response Team Training
- FEMA Independent Study (I.S.) Courses:
 - 29.A: Public Information Officer Awareness
 - 42: Social Media in Emergency Management
 - 100.C: Introduction to the Incident Command System
 - 200.b: ICS for Single Resources and Initial Action Incident, ICS-200
 - 201: Forms Used for the Development of the Incident Action Plan
 - 230.d: Fundamentals of Emergency Management
 - 235.C: Emergency Planning
 - 240.B: Leadership and Influence
 - 241.B: Decision Making and Problem Solving
 - 242.B: Effective Communication

- 244.B: Developing and Managing Volunteers
- 454: Fundamentals of Risk Management
- 523: Resilient Accord—Exercising Continuity Plans for Cyber Incidents
- 660: Introduction to Public-Private Partnerships
- 700.B: An Introduction to the National Incident Management System
- 775: Emergency Operations Center Management and Operations
- 800.C: National Response Framework, an Introduction
- 860.C: The National Infrastructure Protection Plan, An Introduction
- 906: Basic Workplace Security Awareness
- 921.A: Implementing Critical Infrastructure Security and Resilience
- 2200: Basic Emergency Operations Center Functions
- 2900.A: National Disaster Recovery Framework Overview