Amanda Watson
Director, Public Engagement

Amanda is persistent, unyielding and energetic in her work. With every client—she becomes a student of the job as well as the institution’s opportunities, problems, challenges, shortcomings and resources. Amanda craves to know what makes an organization special, singular or exceptional and is driven to leverage those distinctions to drive progress, change or elevate awareness. She looks at a situation from a 50,000-foot view and then boils that down into possibilities, an actionable plan and — most importantly — translates that plan into results.

Amanda is skilled at mobilizing supporters and moving them into action to help tell important stories. Whether that story is told through traditional news, on social media, through an event or demonstration or through grassroots efforts—Amanda creates, trains and provides the resources necessary to ensure critical stories are shared. Her experience in public relations spans public, private and nonprofit sectors specializing in messaging, crisis planning and response, stakeholder engagement and project management.

Amanda received her bachelor’s degree in public relations from the University of Idaho. She is an active volunteer in the community serving as a board member for the FACES of Hope Victim Center and Camp Rainbow Gold, as well as giving time to a number of other nonprofit causes. She has been honored as one of the Idaho Business Review’s Accomplished Under Forty and Women of the Year. Amanda is passionate about her city, eating and drinking local, live music and exploring life outside with her husband and their two vizslas.

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Chad Biggs
Chief Content Officer

Chad Biggs helps clients capture and share their stories with the people that matter. As Red Sky’s Chief Content Officer, Biggs partners with organizations to understand the needs of their audience to establish content strategies, develop editorial calendar processes and map out the best approach and messages to engage them. He currently works with clients ranging from food to healthcare to technology, including serving as an extension of a global technology company’s internal communications team, while also leading Red Sky’s strategic content efforts.

Biggs started his communications career at Albertsons, where he was responsible for developing a wide range of content and coordinating video, digital and print media to reach a company-wide audience of 250,000 associates. Biggs also played a critical role in delivering award-winning communication to employees during the company’s $17B acquisition in 2006.

When Biggs isn’t obsessing over sentences or consuming a new story, he is either being schooled in the kitchen by his wife, listening to his daughter read, chasing after his young son or trying to wear down their Great Pyrenees — often all at once.

Amber Broeckel
Account Executive

Leveraging her marketing, communication, project management, social media and event management background, Amber Broeckel supports multiple clients in her role as Account Executive. Creating action plans that contain sequenced steps, guidelines and due dates to ensure that client projects move along quickly is an important piece of her work at Red Sky. Amber is Red Sky’s social media maven, staying current on trends, emerging channels, and regulations and strategically incorporating them into her clients’ social media plans for better results.