

Aly Schweigert, MA

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Hi, I'm Aly Schweigert — a content strategy and distribution director with 12+ years of experience packaging content to build audiences that convert. I align the right message to the right channel and the right audience, test relentlessly, and deliver clear reporting that ties distribution directly to revenue and growth.

Director, Channel Programming Strategy

2022 – Present

American Medical Association | Chicago, IL

The American Medical Association (AMA) is the nation's largest physician membership organization. I was recruited in 2018 to build a foundational content strategy program. Through a series of progressive promotions, my scope expanded to include directing enterprise-wide digital channel strategy, content distribution, and a revenue-generating newsletter portfolio.

- Spearhead digital exploration to **“start fast, fail fast”** on new distribution channels.
- Publish a **300K+ circulation, ad-supported newsletter** summarizing daily healthcare news.
- **Own YouTube strategy**, growing subscribers +105% and organic views +76% in four years.
- Oversee strategy, publication, and analytics reporting for **AMA's main podcast channels**.
- Manage **browser-based push notifications**, capturing a high-six-figure audience by 2026.
- Negotiated a **10% revenue share increase for our ad-supported flagship newsletter** and pitched strategies to expand revenue-generating newsletter programs to new markets.
- Launched **19 custom, RSS-fed automated newsletters** to support user identification and conversion, successfully capturing a subscriber base that is +60% member-eligible.
- **Grew digital audience** across channels on average +19% each year between 2022 and 2026.
- **Increased users sent to join/renew membership funnel** by 67% across all channels, growing audience while qualifying potential members.
- **Direct and mentor a team of three** senior content and distribution specialists.

Senior Manager, Digital Content Strategy

2019 – 2022

American Medical Association | Chicago, IL

- **Launched the AMA's first suite of podcast channels**, including award-winning channels *AMA Moving Medicine* and *AMA Update*.
- **Managed third-party ads** with partners like Doximity, Becker's, Axios, STAT, MJH, and Hulu.
- Led the development of a **gated digital members' magazine**, *AMA Moving Medicine Magazine*.

Manager, Content Strategy

2018 – 2019

American Medical Association | Chicago, IL

- Served as product owner and editorial director of the **flagship AMA Connect mobile app**.
- Spearheaded **digital expansion into emerging platforms**, successfully syndicating AMA content across Flipboard, Apple News, Roku, Google News, and Alexa Voice.
- Managed on-page linking and cross-promotion of content across AMA web properties.

Marketing Communications Manager

2015 – 2018

Wolters Kluwer Health (Formerly Emme Solutions) | Chicago, IL

- **Managed nurture campaigns**, automated emails, and lead scoring for four products.
- Developed a product campaign for a niche market, **resulting in 50+ qualified B2B leads**.

Content Strategy Marketing Manager

2014 – 2015

Cleriti | Cincinnati, OH

- Provided **data-driven recommendations** for whitepapers, blogs, podcasts, and more.
- Developed digital marketing materials, SEO-rich copy, and ads. Wrote and **A/B tested lead nurture emails** and landing pages within the HubSpot platform.

Skills

- **Strategy and Leadership:** Content Strategy, Channel Strategy, Cross-Functional Leadership.
- **Audience and Acquisition:** Audience Development, Lead Generation, Content Gating Strategy.
- **Distribution and Analytics:** Newsletter Strategy and Publication, Content Syndication, Podcasting, Digital Channel Growth, Marketing Automation, Digital Analytics, A/B Testing.

Content Awards

- **2025 YouTube:** Silver Creator Award (Contributor).
- **2023 MarComm Awards:** Platinum, *AMA Moving Medicine*; *AMA COVID-19 Update* (Contributor).
- **2023 AVA Awards:** Platinum, "AMA Physicians' Powerful Advocate" campaign (Contributor).
- **2021 AVA Awards:** Gold, *AMA COVID-19 Update* podcast series (Contributor).
- **2019 Content Marketing Awards:** Finalist, "AMA Moving Medicine Magazine" (Contributor).

Education

- **MA, English**, 2014, Ball State University
- **BA, English**, 2010, Indiana Wesleyan University