



AMY DONAHUE

VP of Marketing
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EDUCATION

University of Tennessee at Knoxville,
Master of Communication and Information

University of Tennessee at Knoxville
Bachelor of Arts in Communication

PROFESSIONAL & OUTSIDE AFFILIATIONS

Lookout Chapter of the Public Relations Society of America (PRSA),
Vice President, Current

Rotaract Club of Chattanooga, Member

Top 20 under 40 professional in Chattanooga, 2018

UT Alumni Association of the Chattanooga Network, Past President
of the School of Communication Studies Advisory Council

ABOUT

As the Vice President of Marketing for HHM CPAs, Amy Donahue develops and executes messaging and marketing strategies rooted in the firm's promise and values. Prior to joining HHM, Amy worked as the Director of Marketing and Communication for River City Company, the economic development nonprofit for downtown Chattanooga credited with the revitalization efforts for the city's urban core. Additionally, Amy was the campaign manager for the 2021 Chattanooga mayoral campaign for Kim White. Amy has also worked for the University of Tennessee Knoxville, the University of South Carolina Aiken and the University of Tennessee Chattanooga. Donahue holds a Master of Science in communication and information and a Bachelor of Arts in communication both with an emphasis in business from the University of Tennessee Knoxville.

Active in her community, Amy served her alma mater of the University of Tennessee Knoxville as the past president of the UT Alumni Association of the Chattanooga Network, past president of the School of Communication Studies Advisory Council and former member of the Young Alumni Council. Amy completed the 2015 Leadership Chattanooga program through the Chattanooga Area Chamber of Commerce along with Protege Chattanooga in 2017. Amy also served on the Chamber's Communication Committee, is the past president of the Downtown Council and is the current vice president for the Lookout Chapter of the Public Relations Society of America (PRSA). A current member of the Rotaract Club of Chattanooga. Amy is a graduate of the 2013 Holmberg Arts Leadership Institute and the 2020 Leadership Tennessee Next class. Last, Amy was formerly on the Marketing and Development Committee for Siskin Children's Institute and a former board member for Partnership for Families, Children and Adults.

Amy was nominated for the Young Professionals Association of Chattanooga's Corporate Innovator Award in 2015 and was named the 2017 University of Tennessee Communication Studies Alumna of the Year. Amy also received the 2017 Professional Excellence award from the Lookout Chapter of the Public Relations Society of America and was recognized by Chatter Magazine as a Top 20 under 40 professional in Chattanooga in 2018.



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