



Board Certified Lactation Consultant, Speaker, Writer, and Social Media Consultant

Mission: As an International Board Certified Lactation Consultant (IBCLC), I provide clinical and educational support to mothers as they journey towards their own infant feeding goals. I am uniquely interested and skilled in the use of social media in connecting with and supporting today's new mothers, and I offer my expertise to birth and breastfeeding professionals who seek that important connection.

Contact Information:

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Education:

1998 **Graduate Certificate in Urban Ministry**
Bresee Institute (Nazarene Theological Seminary), Los Angeles, CA

1997 **Bachelor of Arts, Sociology**
Mount Vernon Nazarene College, Mount Vernon, OH

Professional & Volunteer Experience:

2014 - present **Marketing Coordinator**
International Lactation Consultant Association
www.ilca.org
Coordinate all marketing and member communications for the international professional organization focused on advancing the International Board Certified Lactation Consultant (IBCLC) profession worldwide.

2011 - present **Professional Speaker, Writer, and Consultant**
www.ambermccann.com
Provide public speaking, practical support, and education in online communication and marketing to birth and breastfeeding professionals.

- 2013 - 2014** **Lactation Consultant and Social Media Coordinator, Breastfeeding Center of Pittsburgh**
www.breastfeedingcenterofpittsburgh.com
Provide clinical consultations to breastfeeding mothers while also coordinating all online marketing and support activities.
- 2012 - 2014** **Co-Editor, Lactation Matters**
www.lactationmatters.org
Manage the multi-contributor, official blog of the International Lactation Consultant Association (ILCA).
- 2012 - 2013** **Blogger, Hygeia**
www.hygeiainc.com/blog
Provide basic breastfeeding content for a major breastpump manufacturer.
- 2012 - 2013** **Social Media Coordinator, GOLD**
www.goldconf.com
Coordinate all online marketing activities.
- 2012 - 2013** **Social Media Coordinator, Lactation Education Resources**
www.lactationtraining.com
Coordinate all online marketing activities.
- 2011 - 2013** **Owner/Lactation Consultant, Nourish Breastfeeding Support**
www.nourishbreastfeeding.com
Provide education and in-home clinical breastfeeding support. My practice is deeply entrenched in the use of social media to connect with and support mothers locally and around the world.
- 2008 - 2010** **Breast Care Coordinator, A Woman's Place on Main Street**
Offered breastfeeding support along with mastectomy prosthesis and bra fitting; managed a boutique-style retail business.
- 2008 - 2010** **Leader, La Leche League International**
www.llli.org
Supported families as an accredited mother-to-mother peer support leader.
- 2000 - 2002** **Founding Board Member, Lower Lights Christian Health Center**
www.llchc.org
Conducted initial studies to determine need for non-profit medical practice in a federally underserved community; managed large partnership proposal to a supporting organization.

1998 - 2000 **Program Coordinator for COSI on Wheels, COSI**
www.cosi.org/educators/outreach/cow
Developed and maintained systems to ensure efficient operations for a large traveling educational science program.

1997- 1998 **Social Work Intern, St. Vincent's Cardinal Manning Center**
Assisted staff social workers at a large homeless shelter on Skid Row in Los Angeles, CA.

Certifications:

2010 International Board Certified Lactation Consultant (IBCLC)
2008 Amoena Certified Mastectomy Fitter

Speaking Engagements & Presentations:

September 2016 **American Association of Birth Centers Conference (Presented with Jeanette McCulloch, IBCLC)**
Pittsburgh, PA, USA
Marketing and Social Media for Birth Centers

May 2016 **United States Lactation Consultant Association**
Online Webinar
Social Media, Online Communications, and Ethics

September 2015 **Maryland Coalition of Lactation Consultants**
Baltimore, MD, USA
Supporting Families in Milk Sharing as an International Board Certified Lactation Consultant
(Presented with Jeanette McCulloch, IBCLC)
Social Media and Breastfeeding: Understanding Common Practices and Ethics for Breastfeeding Professionals

July 2015 **International Lactation Consultant Association Annual Conference (Presented with Jeanette McCulloch, IBCLC)**
Washington, DC, USA
The Care and Feeding of Your Organization's Social Media

April 2015 **Lake Erie Breastfeeding Coalition Conference**
Erie, PA, USA
Today's Mothers Are All Thumbs: Cultural Competency for Digital Parenthood

March 2015 **North Florida Lactation Coalition Conference**
Jacksonville, FL, USA
Social Media 101: For Lactation Professionals and Volunteers
Supporting Families in Milk Sharing as an International Board Certified Lactation Consultant
Ethics and Social Media

March 2015 **Wisconsin Association of Lactation Consultants Conference**
Appleton, WI, USA
Today's Mothers Are All Thumbs: Cultural Competency for Digital

- Parenthood*
She's More Than a Pair of Breasts: Supporting the Breastfeeding Family as a Whole
Breasts and Blogs: A Who's Who of the Online Breastfeeding Community
- November 2014** **DC Lamaze**
 Online Session
Pinterest 101
- November 2014** **Ohio Valley Breastfeeding Coalition**
 Wheeling, WV, USA
Today's Mothers Are All Thumbs: Cultural Competency for Digital Parenthood
She's More Than a Pair of Breasts: Supporting the Breastfeeding Family as a Whole
Supporting Families in Milk Sharing as a Breastfeeding Professional
- April 2014** **Western Pennsylvania Lactation Consultant Association**
 Washington, PA, USA
Today's Moms Are All Thumbs: Cultural Competency for Digital Parenthood
- March 2014** **Western Pennsylvania La Leche League Conference**
 Moon Township, PA, USA
Breastfeeding, Social Media, and La Leche League
She's More Than Just a Pair of Breasts: Supporting the Breastfeeding Family as a Whole
100 Words: Stories from Breastfeeding Women
- March 2014** **Lactation Consultants in Private Practice Conference (Presented with Jeanette McCulloch, Robin Kaplan, and Jonette Feinberg, IBCLC)**
 Philadelphia, PA, USA
#SocMed, So What?: Creating and Growing an Online Presence for Your Online Practice
- Nov.-Dec. 2013** **International Lactation Consultant Association Webinar Series (Presented with Jeanette McCulloch, IBCLC)**
 Online Webinars
Today's Moms Are All Thumbs: Cultural Competency for Digital Parenthood
Facebook 101
Twitter 101
Pinterest 101
- October 2013** **Lamaze International Conference**
 New Orleans, LA, USA
Keynote Presentation: Today's Moms Are All Thumbs: Cultural Competency for Digital Parenthood
- September 2013** **Midwest Lactation Conference**
 Indianapolis, IN, USA
She's More Than Just a Pair of Breasts: Supporting the Breastfeeding Family as a Whole

- Today's Moms Are All Thumbs: Cultural Competency for Digital Parenthood*
- July 2013** *Social Media 101 for Lactation Professionals and Volunteers*
International Lactation Consultant Association Conference
 Melbourne, Australia
Use of Social Media: Establishing an Online Presence for IBCLCs and Breastfeeding Support Organizations
- May 2013** *Use of Social Media: Who's Who of Breastfeeding Support on the Web*
United States Lactation Consultant Association Conference
(Presented with Robin Kaplan, IBCLC)
 St. Louis, MO, USA
Today's Moms Are All Thumbs: Using Social Media and Blogging to Reach Breastfeeding Mothers
- March 2013** **Breastfeeding and Feminism Conference**
(Presented with Jeanette McCulloch, IBCLC)
 Chapel Hill, NC, USA
Defeating The Formula Death Star: Using Social Media To Advocate For The WHO Code
- February 2013** **United States Lactation Consultant Association**
 Online Webinar
Twitter 101 for Lactation Consultants
- June 2012** **Lactation Consultants Association of Greater Washington**
 Silver Spring, MD, USA
Social Media 101 for Lactation Consultants
- November 2011** **Lactation Education Resources**
 Online Webinar
Social Media 101 for Lactation Consultants
- September 2011** **Maryland Coalition of Lactation Consultants**
 Baltimore, MD, USA
Social Media 101 for Lactation Consultants
- November 2010** **La Leche League of MD, DE, DC**
 Bethesda, MD, USA
Connecting the Group through Social Media

Publications:

Establishing an Online and Social Media Presence for Your IBCLC Practice. McCann, Amber and McCulloch, Jeanette. J Hum Lact. 2012 Nov;28(4):450-4.

Current Professional Associations:

International Lactation Consultant Association
 United States Lactation Consultant Association

Board Memberships & Volunteer Positions:

Board of Directors Member, Three Rivers Mothers Milk Bank
 Marketing Committee, International Lactation Consultant Association

Conference Program Committee, International Lactation Consultant Association