

# Lisa Michaels

## PUBLIC RELATIONS CORPORATE COMMUNICATIONS

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### *"Passionate about Public Relations."*

Dynastic, personable public relations/corporate communications professional with a strong, deep network of media contacts in New York and across the nation. Creative team player who is able to think strategically and communicate effectively to accomplish PR goals. Broad expertise working in fast-paced, high-stress, deadline-driven environments requiring cross-functional team management and split-second decision making.

#### professional experience

##### MILLER PUBLIC RELATIONS - New York, NY PUBLIC RELATIONS MANAGER

2008 - Present

Received as a media professional to provide unique publicity insights for a prestigious PR firm, winner of the "Excellence in PR Award" from *Inside PR Magazine*, for generating local, regional and nationwide publicity for clients. Write press releases, plan events, edit copy and secure media coverage on all line project-based assignments for clients within the corporate, public service and nonprofit sectors.

- Leveraged industry contacts to deliver publicity for a client's documentary, including live on appearance on *Cincinnati Nightly News with Paul Craven*.
- Collaborated re: creating press releases and generating publicity for second cabinet StudioOne benefiting the North Anderson Center for Child Development in the Queens.

##### WSOC-TV - New York, NY

2004 - 2006

##### PUBLIC RELATIONS SPECIALIST / CAPTION EDITOR / PRODUCER

Received by a local TV station to manage multiple projects simultaneously based on reputation for professionalism and stellar accomplishments at prior roles. Collaborated closely with a diverse, cross-functional team to deliver content for four award-winning live newscasts daily, including the morning show.

- Leveraged broad network of contacts within the New York entertainment, publicity and media community, influencing scores from a top Broadway show to appear on the morning programs.
- Developed content for *Good Morning Today!* creating high-impact copy that was sweep jet list as part of a team that recently earned #1 ratings for the first time ever, in a key demographic.
- Tapped into social media to increase audience engagement, editing viewer comments on Twitter and Facebook, incorporating them into the broadcast where appropriate.

#### education:

B.S. in Journalism, 2013 - MORGAN STATE UNIVERSITY  
Magna cum laude