

# Lisa Michaels

## PUBLIC RELATIONS CORPORATE COMMUNICATIONS

www.linkedin.com/pub/lisamichaels  
(646) 768-6463 | lisamichaels@outlook.com | twitter: @lisamichaels

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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. Detail-oriented working in fast-paced, high-stress, deadline-driven environments requiring cross-functional team management and split-second decision-making.

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### professional experience

SENIOR PUBLIC RELATIONS - New York, NY  
PUBLIC RELATIONS MANAGER

2008 - Present

Recruited 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 as all time project-based assignments for clients within the corporate, public service and nonprofit sectors.

- Leveraged industry contacts to deliver publicity for a client's documentary, landing him **an appearance on Cincinnati Nightly News with Paul Cramer**.
- Collaborated in creating press releases and generating publicity for annual cultural fundraiser benefiting the Sarah Anderson Center for Child Development in the Queens.

SENIOR - New York, NY  
PUBLIC RELATIONS SPECIALIST/COPY EDITOR/PRODUCER

2004 - 2008

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

- Leveraged broad network of contacts within the New York entertainment, publicity and media community, influencing actors from a top Broadway show to appear on the morning program.
  - Remingrized content for *Good Morning Today*, creating high-impact copy that was **reap-put** first as part of a team that recently earned **PE ratings for the first time ever**, in a key demographic.
  - Tapped into social media to increase audience engagement, following viewer comments on Twitter and Facebook, incorporating them into the broadcast where appropriate.
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### education

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