

Naomi R. Patton

naomirpatton@gmail.com / 917.359.6464
LinkedIn / Vimeo / Twitter

Experience

Vice President, June 2014 - Present

Weber Shandwick | Birmingham, Mich.

Lead Weber Shandwick Detroit's Social Impact practice, providing strategic counsel and support for foundation, non-profit and corporate clients on communications, engagement and advocacy strategies from thought leadership, campaign planning and execution to brand building and issues management. Responsible for identifying and securing external new business opportunities and growing existing clients organically.

Senior Director Public Relations, October 2012 - June 2014

Palace Sports & Entertainment | Auburn Hills, Mich.

Managed strategic communications planning and execution of internal and external corporate communications and entertainment for PS&E properties: The Palace of Auburn Hills, DTE Energy Music Theatre, Meadow Brook Music Festival and the Detroit Pistons. Prepared and implemented fiscal year departmental budget. Coordinated media coverage and provided content and messaging for Marketing, Corporate Partnerships, Premium business and Community Relations platform initiatives.

Press Secretary, January 2012 - September 2012

Mayor Dave Bing, City of Detroit | Detroit, Mich.

Served as primary spokesperson for Mayor Bing and the administration. Developed and managed strategic policy messaging and crisis communications; crafting short- and long-term communication campaigns, highlighting the Mayor's policy agenda and achievements; speechwriting; and coordinated intergovernmental communications for more than two dozen City departments.

Staff Writer, April 2003 - December 2011

Detroit Free Press | Detroit, Mich.

Provided general assignment, enterprise and City of Detroit coverage. Also covered Detroit Police and the Wayne County Sheriff's Office, and provided western Wayne County and southeast Michigan coverage; including local government, education, business and features.

Editorial Assistant, August 2002 - March 2003

Wisconsin Historical Society Press | Madison, Wis.

Researched, edited and proofread book projects and in-house newsletter.

Staff Writer, December 1999 - March 2003

Wisconsin State Journal | Madison, Wis.

Provided general assignment coverage; including police, city and county government in Madison and Dane County.

Shelter advocate, September 1999 - September 2000

Domestic Abuse Intervention Services (DAIS) | Madison, Wis.

Facilitated resident intake and provided client services at a shelter for abused women and families serving Dane County, Wis. Answered 24-hour Crisis Line, provided non-emergency safety planning and protection/restraining orders instruction and provided referrals to community resources and various DAIS programs.

Editorial Assistant, January 1999 - January 2000

Journal of Human Resources | Madison, Wis.

Maintained peer-review of manuscripts for quarterly, academic economic journal.

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Communications Coordinator, August 1996 - January 1999

Household & Institutional Products Information Council/Consumer Specialty Products Association | Washington, D.C.

Wrote and edited briefs/media responses, and analysis of state and U.S. Environmental Protection Agency/Superfund hazardous waste regulations. Assisted strategic development and implementation of media campaigns with contract public relations firms; produced one-sheets, press releases, collateral materials. Tracked media coverage/placement.

Assistant to the Director of Publications, September 1994 - August 1995

Optical Society of America | Washington, D.C.

Produced project presentations and budget reports for publications department, which published a dozen academic journals for the international professional association. Edited website content. Managed copyright requests and registered copyrights with the Library of Congress.

Staff Writer, September 1993 - December 1993

The Onion | Madison, Wis.

Reviewed films and music for satirical weekly.

Staff Writer/Managing Editor, October 1992 - August 1993

Milwaukee Community Journal | Milwaukee, Wis.

Provided city and state government, education and features coverage for African-American weekly newspaper. Assigned stories and managed production and editorial content for the WEEKEND edition.

Staff Writer/Editor, November 1990 - May 1992

The Daily Cardinal | Madison, Wis.

Covered city, state, national and international news for student newspaper; including arts and sports. Edited "Page 2" essay/opinion column.

Wrote liner notes for MTV's 1993 "Arrested Development Unplugged" CD.

Education

Attended the University of Wisconsin - Madison; majored in history.

Awards

2009 Pulitzer Prize for Local Reporting to the Detroit Free Press staff

2010 First Place Michigan Associated Press, Breaking News

2010 Second Place Michigan Associated Press, Investigative Reporting

2010 State Bar of Michigan Wade H. McCree Award for the Advancement of Justice