

Michael Harris

Public Relations

Public relations manager with 7 years across consumer brands and B2B SaaS. Build media relationships that turn product launches into earned coverage, and run crisis response when timelines collapse to hours. Comfortable owning messaging, briefing executives, and reporting impact to marketing leaders.

CONTACT INFORMATION



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Minneapolis, MN 12345

EDUCATION

B.A. Strategic Communications,
University of Minnesota Twin
Cities, 2017

Accreditation in Public Relations
(APR), Public Relations Society of
America, 2022

KEY SKILLS

- Media relations and reporter mapping
- Crisis communications and rapid response
- Executive messaging and spokesperson prep
- Press release and byline writing
- Earned media measurement and share-of-voice analysis
- Muck Rack, Cision, and Meltwater
- Product launch strategy
- Account and retainer management
- Cross-functional work with legal and marketing
- Team coaching and pitch review
- Event and sponsorship publicity
- AP Style editing

PROFESSIONAL EXPERIENCE

SENIOR PR MANAGER | WOVENPATH COMMUNICATIONS, MINNEAPOLIS, MN 2021 – PRESENT

- Lead media strategy for 6 client accounts across fintech, outdoor retail, and healthtech, owning roughly \$1.8M in annual retainers.
- Placed 142 earned media hits in 2023, including features in Fast Company, The Verge, and Star Tribune business section.
- Built a crisis playbook for a recalled outdoor product that contained press inquiries to a 36-hour window with no broadcast pickup.
- Coach a team of three associates on pitch writing and reporter mapping; two promoted to account lead inside 18 months.
- Run quarterly share-of-voice reports against named competitors using Muck Rack and Cision.

PR SPECIALIST | HALCYON & BRIGHT, ST. PAUL, MN 2018 – 2021

- Ran day-to-day media outreach for a regional grocery chain, landing 60+ trade and local placements per year.
- Drafted press releases, byline pitches, and Q&A docs reviewed by legal under tight turnaround.
- Managed a \$90K event budget for a sustainability summit that drew 280 attendees and four broadcast crews.
- Built reporter lists segmented by beat, outlet tier, and past coverage history.

COMMUNICATIONS COORDINATOR | NORTHBROOK CIVIC FOUNDATION, DULUTH, MN 2017 – 2018

- Wrote newsletters and board updates reaching 12,000 donors and partner orgs.
- Pitched local human-interest stories to MPR and Duluth News Tribune; landed three feature segments in first year.
- Maintained the press archive and approved photography for external use.

