

MICHAELA BROYLES

COMMUNICATIONS - CONTENT CREATION - STORYTELLING

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Hello! I'm a communications and media professional with over six years of expertise in writing, editing, social media management and graphic design.

From working in newsrooms to health care settings, I'm adept at transforming complex topics into engaging information for diverse audiences and thrive in environments that are fast-paced, data-driven and always evolving.

SKILLS

- AP Style
- Copyediting
- Content creation
- Writing and storytelling
- Social media strategy and management
- Graphic design
- Media relations
- Project management

SOFTWARE

- Canva
- Asana, Trello
- Sprout Social, Hootsuite
- WordPress, Drupal, CUE, Weebly, Ektron
- Adobe Illustrator, Acrobat, Photoshop, Premiere Pro
- Chartbeat, Parse.ly, Chartio, Crowdtangle (analytics)
- Cision (PR software)
- Constant Contact, Mailchimp

EXPERIENCE

Jan. 2023-
Oct. 2023

University of Florida Health - Gainesville, FL

Communications Specialist

- Managed employee publications, including newsletters and magazines, to engage and inform staff.
- Collaborated with diverse clients to shape and implement effective communication strategies and messaging.
- Designed engaging digital signage to share relevant communications/info within health care facilities.
- Utilized storytelling to write engaging stories promoting UF Health services and positive patient experiences.
- Managed content on the employee intranet and conducted daily social media sweeps to monitor relevant chatter about UF Health.
- Effectively supervised interns, promoting teamwork and reaching project goals.
- Directed and implemented National Hospital Week events for over 10,000 employees, ensuring seamless execution and fostering a positive organizational experience.

April 2022-
Dec. 2022

Estes Express Lines - Richmond, VA

Internal Communications Specialist (contract)

- Led internal communications initiatives and projects, elevating employee engagement through strategic communication development.
- Crafted strategic communications to inform and captivate employees, ensuring effective dissemination of key information.
- Produced compelling content for diverse internal materials, spanning newsletters, brochures, magazines and social media.
- Collaborated in the planning and promotion of internal events.
- Spearheaded the successful launch of the company's inaugural leadership development program, overseeing the creation of all promotional materials and communications.

Dec. 2020-
Jan. 2023

City of Alexandria, Transportation & Environmental Services - Alexandria, VA

Communications and Social Media Coordinator (Nov. 2021-January 2023; part time)

- Drafted news releases, ensuring precision and effectiveness in messaging.
- Produced engaging content for T&ES' internal newsletter and managed the city's website.
- Designed materials, including presentations, flyers and graphics for diverse audiences.
- Managed and revitalized T&ES' social media accounts, achieving significant audience growth.
- Developed creative and engaging social media content and prepared monthly analytic reports.
- Implemented a visual storytelling strategy that resulted in a 1,000% increase in video views within a year.

Public Outreach Engagement Communications Associate (Dec. 2020-Nov. 2021; contract)

- Created comprehensive communication materials, including press releases, digital newsletters, fact sheets and infographics.
- Crafted strategic communication plans to amplify the visibility of T&ES' programs and initiatives.
- Coordinated public outreach meetings and events.
- Launched and developed the city's highly anticipated Flood Action Alexandria newsletter, garnering over 500 subscribers within a month of its launch.

Nov. 2019-
Oct. 2020

Jewish Social Service Agency - Rockville, MD

Marketing and Communications Associate

- Produced agency marketing/communications materials and collaborated with clients to create engaging content.
- Oversaw social media management, maintained press lists and proactively pitched story ideas to promote JSSA's programs and services.
- Initiated and executed a successful digital marketing campaign to boost awareness of JSSA's mental health services at the onset of the COVID-19 pandemic, resulting in a notable 60% increase in program inquiries.

Jan. 2019-
Sept. 2019

Brookings Institution - Washington, D.C.

Communications Coordinator (Contract)

- Oversaw the editing, layout and publishing of reports, blog posts and policy papers.
- Managed social media, coordinated events and developed e-newsletter content.
- Established and managed press lists, efficiently coordinating media inquiries and interviews with subject matter experts.

Nov. 2016-
Aug. 2018

The Sun News - Myrtle Beach, SC

Real-time Reporter

- Covered a range of beats and produced compelling journalism for digital and print audiences.
- Managed social media platforms, TSN's website and utilized SEO to effectively reach audiences.
- Achieved a monthly page view target of 166,000 for my news stories, consistently surpassing my goal.
- Rewarded multiple times at monthly company meetings for outstanding news coverage.

EDUCATION

PROFESSIONAL CERTIFICATES

- **MS, Strategic Communication/Public Relations**
 - Purdue University — Jan. 2023 to present
- **BA, Communication**
 - Coastal Carolina University — Aug. 2013 to Aug. 2017
- **Graduate Certificate in Strategic Communication Management (2024)**
 - Purdue University