

MICHAELA BROYLES

COMMUNICATIONS - CONTENT CREATION - STORYTELLING

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Communications professional with over eight years of experience leading internal and external communications across higher education, health care, and public-sector organizations.

Experienced in translating complex topics into clear, engaging stories for internal and external audiences.

SKILLS

- Storytelling
- Editorial & content strategy
- Internal communications & employee engagement
- Social media strategy & management
- Media relations & stakeholder communications
- Project management
- Graphic design

SOFTWARE

- Canva
- Adobe Creative Suite (InDesign, Photoshop, Acrobat, Premiere Pro)
- Content management systems (WordPress, Drupal, CUE)
- Email & PR tools (Emma, Constant Contact, Mailchimp, Cision)
- Project management & social tools (Asana, Trello, Sprout Social, Hootsuite)

EXPERIENCE

Sept. 2024-
Present

University of Tennessee, College of Social Work - Knoxville, TN

Internal Communications Manager

- Lead internal communications for faculty and staff, ensuring timely and consistent messaging across the college.
- Developed and manage two internal newsletters: a monthly publication for faculty and staff and a bi-weekly faculty newsletter, overseeing content strategy, writing, editing, and distribution.
- Write stories for external audiences highlighting faculty research, student initiatives, alumni achievements, and community impact.
- Manage and update internal website content, ensuring accuracy, accessibility, and alignment with college priorities.
- Write, edit, and proofread marketing and communications materials for clarity, tone, and brand consistency.
- Provide graphic design support and develop visual assets as needed.
- Lead and support projects as the college's Access & Engagement Staff Fellow that promote belonging, connection, and engagement among staff.

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 internal clients to shape and implement effective communication strategies and messaging.
- Designed and maintained digital signage to share timely information across clinical and administrative spaces.
- Wrote feature stories promoting UF Health services, programs, and patient experiences.
- Managed intranet content and monitored daily social media channels to identify emerging trends or issues.
- Supervised interns, providing editorial guidance and project oversight.
- Coordinated and executed National Hospital Week events for a workforce of 10,000+ employees.

April 2022-
Dec. 2022

Estes Express Lines - Richmond, VA

Internal Communications Specialist (contract)

- Developed strategic messaging and content for internal campaigns, announcements, and leadership communications.
- Produced newsletters, brochures, and other internal communications materials.
- Supported planning and promotion of internal events and leadership initiatives.
- Led the 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 & Social Media Coordinator (Nov. 2021-January 2023; part time)

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

- Drafted news releases and public-facing communications, ensuring clear, accurate, and effective messaging.
- Produced content for the T&ES internal newsletter and managed updates to the city's website.
- Designed communications materials, including presentations, flyers, and graphics for diverse audiences.
- Managed and revitalized T&ES social media accounts, increasing audience growth and engagement.
- Implemented a visual storytelling strategy that drove a 1,000% increase in video views within one year.
- Launched and produced the Flood Action Alexandria newsletter, gaining 500+ subscribers within one month.
- Coordinated public outreach meetings and community engagement events.

Nov. 2019-
Oct. 2020

JSSA - Rockville, MD

Marketing and Communications Associate

- Produced marketing and communications materials in collaboration with internal teams and clients.
- Managed social media content, press lists, and media pitching efforts.
- Supported a digital campaign promoting mental health services during the COVID-19 pandemic, contributing to a 60% increase in program inquiries.

Jan. 2019-
Sept. 2019

Brookings Institution - Washington, D.C.

Communications Coordinator (contract)

- Edited and published reports, blog posts, and policy papers for digital audiences.
- Managed social media content, e-newsletters, and supported events.
- Coordinated media inquiries and interviews with subject-matter experts.

Nov. 2016-
Aug. 2018

The Sun News - Myrtle Beach, SC

Real-time Reporter

- Covered breaking news and enterprise stories for digital and print platforms.
- Managed social media platforms, TSN's website and utilized SEO to effectively reach audiences.
- Consistently exceeded monthly page-view targets, reaching 160,000+ views per month.

EDUCATION

- **MS, Strategic Communication/Public Relations**
 - Purdue University — Jan. 2023 to May 2025
- **BA, Communication**
 - Coastal Carolina University — Aug. 2013 to Aug. 2017

PROFESSIONAL CERTIFICATES

- **Graduate Certificate in Strategic Communication Management (2024)**
 - Purdue University