

Michelle Tompkins

572 Amsterdam Ave. #7 * New York, NY 10024 * (917) 355-8227 *

mediamichelle917@gmail.com

PROFESSIONAL EXPERIENCE

- More than 15 years writing and editing articles, blogs, opinion pieces and creating diverse unique content
- 10+ years as an innovative communications professional. Skilled at creating and implementing media strategies (including social media) with a focus on engagement, reputation building, sensitive issues and crisis management; publicly celebrating successes; promoting corporate, volunteer, and youth leadership; educating stakeholders about complex issues; creating collateral materials; training and coaching C-suite executives and associates of all functions and levels to respond effectively to inquiries from the media and other publics; and continually creating, producing, and executing crisis-communication seminars and webinars for executives and respondent communications and marketing staffs—while keeping good humor

CAPABILITIES:

Writing * Media/Social Media Strategy * Crisis Communications * Spokesperson *
Content Management * Media/Message Training * Strategic Media Placements * SEO

Writer/Copywriter/Interviewer York, NY

New

November 2003 to Present

Write news, lifestyle, entertainment, food, restaurant reviews, business, fashion/beauty, product reviews/gift guides, buying guides, travel, opinion, general blogs and humor pieces. Conduct interviews with celebrities, chefs, physicians, businesses and the general public. Image curation, creation and Adobe Suite/Pixlr skills. Copywriting and editing for food, tech, travel (former contractor for Travelocity) and general products. Well-versed in history, psychology, current events as well as past and present pop culture. Social media marketing, engagement and SEO. Primary publications are [The Celebrity Café](#) (where I am Senior Writer), *Inquisitr* and *NewYorkNightLife.com* (Contributing Writer).

Communications Strategist

New York, NY

November 2011 to Present

Offer media solutions, pitch stories and events, fix problems, project management and offer strategic content. Create articles, blogs, Tweets, Facebook posts, biographies, speeches, product copy, talking points, ghostwritten materials, crisis communications plans, webinar content and delivery, and content marketing campaigns for a diverse client base including non-profits and for-profit organizations.

Manager, Media Relations, Girl Scouts of the USA

New York, NY

March 2010 to September 2013

- Responsible for over 800 million earned-media impressions in March 2012, including placements in the *New York Times*, *Wall Street Journal*, *Good Morning America*, *The Today Show*, *Los Angeles Times*, *Wired*, *Marie Claire*, *Jezebel*, *Huffington Post* and multiple others.
- Manage all media and talking points surrounding the \$794-million Girl Scout Cookie Program and have successfully repositioned program as essential to a girl's matriculation into entrepreneurialism.
- Manage a cross-functional, multi-departmental team responsible for delivering the message of Girl Scouting to 2.3 million girl members, 900,000 adult volunteers, 59 million living alumnae, and the public.
- Participate in daily interviews with local, regional, and national media outlets, with 24/7 on-call availability.
- Serve as corporate spokesperson and media-train all other Girl Scout spokespeople, including the CEO, the National President, and external supporters, celebrities, volunteers, alumnae, and children.
- Lead crisis-communications team in the creation of materials, and set up meetings between GSUSA and high-level officials in the faith-based community.
- Conduct workshops and training sessions for media strategy and crisis communications.
- Enact partnerships with organizations such as the USA Olympic team to secure media placements and leverage the connection between being a Girl Scout and being a successful person.
- Manage all communications between the central office and 112 local Girl Scout councils to achieve media placements and consistent messaging.
- Work closely with White House and State Department press agents and officials on all co-executed Girl Scout press materials and events.
- Manage relationship between Girl Scouts and external public relations and marketing firms and other

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consulting vendors.

- Secured GSUSA's relationship with the New York Stock Exchange, resulting in the ringing of opening and closing bells on several occasions.
- Orchestrated high-level events in New York City and Washington, DC, with Secretary of State Condoleezza Rice.
- Instituted open lines of communication between external vendors and internal teams at GSUSA and local councils.
- Led formation of MarComm, an advisory consortium of communications and marketing professionals convened to ameliorate sensitive issues, define joint strategies, and capitalize on market opportunities and changes.
- Create strategy for all media and develop press releases, statements, talking points, letters, and other communiqués; improve relations with internal and external audiences; cultivate media relationships and advocacy partnerships; coordinate media response to national and local issues; publicize successes and protect the brand during coverage of sensitive issues.

External Communications Consultant, Girl Scouts of the USA

New York, NY

March 2007 to March 2010

Authored talking points, press releases, editorials, op-eds, and all media-related tools to be used nationally and shared with local councils in order to achieve consistent messaging. Led social-issues team in creating strategies to manage difficult situations. Secured top-tier media placements.

Communications Associate, Girl Scouts of the USA

New York, NY

November 2005 to March 2007

Cultivated relationships within the organization and with external partners, the media, and celebrities. Pitched and landed stories to local, regional, and national media. Organized press conferences and events to best promote Girl Scouts, including the Girl Scout Research Institute's launch of the proprietary *New Normal* self-esteem study.

Writer, Reward TV

New York, NY

June 2004 to August 2006

Created, drafted, and researched trivia questions about television shows and commercials in real time.

Author, *College Prowler: Guidebook for Columbia University*

New York, NY

August 2003 to August 2004

Wrote and edited copy, organized survey results, conducted research, and maintained correspondence.

Editor-in-Chief, *The Observer* (Columbia University)

New York, NY

August 2002 to August 2004

Launched resurrection of Columbia literary publication. Managed staff, wrote, assigned, and edited articles, designed layout, facilitated meetings, secured funding, interacted with outside media, and planned events. Earned substantial grant for College Journalism Department.

Talent Agent, Generation X Talent Agency/J.E.O.W

Los Angeles, CA

April 1997 to December 1998

Managed day-to-day operations of a talent agency, assisted agents with submissions, script coverage; publicized media events, managed schedules, and maintained correspondence.

AWARDS AND RECOGNITIONS

- Earned "Best Event PR" by PR Daily for National Girl Scout Cookie Day for 2013 Nonprofit PR Award
- Honored and received an Award of Excellence, Equitrend Youth Brand of the Year in 2012
 - *Award for outstanding brand repositioning (Year of the Girl, ToGetHerThere.org social cause for balanced leadership in one generation)*
- Obtained the *Fast Company* Innovation Uncensored Brand of the Year in 2012
 - *Award for high-impact brand leverage for social good (Year of the Girl, ToGetHerThere.org social cause for balanced leadership in one generation – Girl Scouts of the USA Centennial celebrations)*
- Distinguished as Overall Grand Champion and Category Champion, Large Business Division, 2012 Social Media Leadership Awards organized by Knowledge@Wharton and Social Strategy1, sponsored by Ernst & Young
 - *Award for success in overcoming a challenge through use of social media*
- Honored five times in 2012 with Girl Scouts Employee Recognition Bravo Awards for being an innovator and kind

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EDUCATION

Bachelor of Arts, Columbia University, School of General Studies, New York, NY, 2004