

MARIMICHELLE DELANEY

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PUBLIC RELATIONS EXECUTIVE

Senior Level Professional with more than 20 years of experience, including broadcast communications, advertising, public relations and marketing. Demonstrated history of success in brand management, business revenue growth, promotions and community engagement. Expertise in relationship building acumen in the profit & non-profit sectors, including corporate audiences, consumers and lawmakers. Intricate storyteller with a keen understanding of how to connect with a targeted audience via traditional, digital and social media. Possesses background as an effective commercial voice over writer & performer.

Areas of Expertise:

Media Relations | Social Media Strategy | Philanthropic Involvement | Marketing Promotions |
Event Planning | Brand Messaging & Recognition | Strategic Planning | Fundraising | Corporate Branding |
Communication Campaign Planning | Project Management

CAREER HIGHLIGHTS

- Called on assertiveness, knowledge and amiable demeanor to convince lawmakers, business executives and everyday citizens to share their stories; played a key role in developing award-winning news stories as a result.
- Demonstrated success with brand management. Facilitated growth strategy for an Alaskan pet food store that led to purchase of the company by a national chain.
- Served as media subject matter expert for a public relations team tasked with promoting the opening a new regional hospital; received National Anvil Award from the Public Relations Society of America.
- Recognized as one of the Top 40 Under 40 in Alaska due to crowning achievements.

PROFESSIONAL HISTORY

MAD BANANA CREATIVE SERVICES & PHOTOGRAPHY

Executive Director/Owner and Photographer, 2001-Present

- History of working with businesses to grow and develop their reputation; craft strategic communications for organizations looking to build their brand and expand their business
- Play a key role in cultivating client relationships, building a philanthropic platform, managing major projects & events, creating content for company website, as well as writing copy for TV ads, earning media coverage
- Develop and oversee strategic media relations programs, proactively working with news media to generate positive coverage, as well as actively assess & respond to inquiries from reporters
- Lead reputation management effort, including managing, monitoring & responding to social media as well as supporting stakeholder engagement
- Serve as a Promotion Coordinator and organize press coverage
- Act in an Event planner, Organizer and Fundraiser role; also oversee media buying and other core functions
- Manage promotion and social networking efforts to increase the company's brand profile, as well as keep the company's website and Facebook presence content fresh and engaging

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Continued

IHEARTMEDIA

Morning Show Co-Host, News Anchor, 1998-2001

- Produced two newscasts per hour for local KGOT 101.3
 - Morning Drive Radio Co-host for Scott, Stu, Michelle too and the Morning Zoo, Monday-Friday, 6am-10am
 - Morning Drive Radio Co-host for Dawson, Missy & the Get Up Gang, morning drive time Monday-Friday 6am-10am
- Factually and creatively communicated regional and world news to the local community
- Earned the trust of listeners which allowed for serving as a news source for locals on a daily basis
- Represented the station at various community events with the utmost in grace and professionalism

KTVA CHANNEL 11

News Anchor & Reporter, 1998-1999

- Wrote assigned stories and teases for a local CBS affiliate; sought to develop a list of new stories daily evening and morning newscasts Monday through Friday
- Named as Assistant Producer for a nightly magazine program called Inside Alaska

KIMO CHANNEL 13

Anchor, Assignment Editor and Reporter, 1996-1998

- Ensured seamless workflows station-wide by assigning daily tasks to Reporters and Photographers
- Set the rundown for the 6pm newscast; developed both stories and teases to be featured in order to deliver a strong newscast
- Worked as a News Anchor & Reporter for a local ABC affiliate
- Wrote, produced and anchored two newscasts each morning and developed updates to be provided throughout the day
- Managed the Assignment Desk and field-produced news and entertainment stories
- Produced, wrote, edited and reported local news for evening and morning newscasts Monday-Friday, including being a Lead Anchor for four 15-minute newscasts during Good Morning America those days
- Produced, and reported four-hour live "Iditarod Live Start" from the city center of Anchorage.
- Won Alaska Broadcasters Association "Goldie" for Best News Feature, "Village Views"
- Represented the station at various community events including the annual March of Dimes phone drive

E D U C A T I O N

Bachelor of Arts, Communications, The Pennsylvania State University

H O N O R S & I N V O L V E M E N T

Alumnae, Alpha Sigma Tau National Sorority

Alumnae, Sigma Tau Gamma

Volunteer, Japanese Special Olympics

Volunteer, March of Dimes (Ambassador Family for Alaska in 2003)

Volunteer, Providence Alaska Medical Center

Member, Public Relations Society of America (PRSA)

Volunteer, Kadena Air Force Base Military Post Office in Japan