

**Michelle Rogerson, APR**  
Kill Devil Hills, N.C. • 757.589.6404  
michellerogerson@gmail.com  
**Social Media: ReinaCommunications.com**  
**Social Good: GreaterGoodLife.com**



## EXPERIENCE

### **Owner/Freelancer, Reina Communications (Kill Devil Hills, N.C.)**

August 2005-present

- Ongoing, 6-year contract with Norfolk Southern Corporation (Fortune 300) speechwriting for the CEO and providing corporate communications, including implementation of company Facebook, Twitter, YouTube and Flickr accounts.
- Writer and social media strategist for Powerful Learning Practice, LLC.
- Writer and marketing assistant for Yelp.com (Virginia Beach Scout).
- Social media speaker, strategist and/or writer for clients, including Sentara Healthcare, City of Virginia Beach, Hampton Roads Transit, Association for Conservation Information, Fluidity Physical Therapy and GumdropLane.com.

### **Convention Center Marketing Coordinator, Convention and Visitors Bureau (Virginia Beach, Va.)** March 2004-August 2005

- Established branding for the Virginia Beach Convention Center and implemented strategic marketing campaigns to support the new \$200 million facility.
- Managed publicity for the construction of the convention center, including media relations and special events, such as the ribbon cutting and grand opening gala.
- Developed the facility's printed and online marketing communication materials.

### **Internet Marketing Manager, Trader Publishing Company (Virginia Beach, Va.)**

June 2003-February 2004

- Served on the executive management team to analyze online business models and determine the strategic direction for five Web startups.
- Developed business plans and marketing budgets and managed six-person, in-house creative team.
- Directed search engine marketing efforts (paid and organic), increasing website traffic 70 percent over the previous year.

**National Marketing Director, Trader Publishing Company (Virginia Beach, Va.)**

June 2002-June 2003

- Managed marketing strategy with a \$1.5 million budget and led seven-person in-house creative team for *Harmon Homes* magazine and HarmonHomes.com.
- Developed and implemented quarterly sales contests, generating \$12 million in contracted revenue annually.
- Managed national sales support for over 150 outside sales reps in 140 markets.

**Internet Marketing Coordinator, Trader Publishing Company (Virginia Beach, Va.)**

January 2001-June 2002

- Developed marketing creative for HarmonHomes.com division, including sales collateral, press releases, newsletters, advertising, direct mail and website content.
- Coordinated print advertising, direct mail, media relations and e-mail marketing.
- Coordinated all aspects of trade show displays and trained booth sales teams.

**Copyeditor, Center for Health Information/Bergen Brunswig (Chesapeake, Va.)**

November 1999-December 2000

- Wrote and edited The Healthcare Executive Update, a weekly medical e-newsletter.
- Edited Pharmaceutical and Therapeutics Committee Review manuals and Drug Class Reviews, adhering to American Medical Association style.

**Radio Newswriter/On Air, Sinclair Communications (Norfolk, Va.)**

June 1999-December 1999

- Producer, writer and editor for WAVY-TV 10 news broadcasts for WNIS 790 AM and WTAR 850 AM. Developed news scripts using AP style.
- Board operator and call screener for news and sports radio programs and on-air talent for weather, news and traffic updates.

## EDUCATION

**Syracuse University, S.I. Newhouse School of Public Communications (Syracuse, N.Y.) 2005-2008**

M.S. Communications Management, 4.0 GPA

- Independent study coursework and capstone focused on social media.
- Coursework in Accounting, Financial Management, Media Law, Internet Marketing, Marketing Management and Public Relations Management.

**Virginia Wesleyan College (Virginia Beach/Norfolk, Va.) 1996-1999**

B.A. Mass Communication and Spanish (double major), 3.8 GPA

Emphases in Journalism and Media Studies

- Semester Abroad, Universidad Veritas, San Jose, Costa Rica
- Outstanding Senior in Communications Award
- Intern, Sinclair Communications (Virginia Association of Broadcasters Scholarship)

## ASSOCIATIONS AND HONORS

**Accredited in Public Relations (APR), February 2005-present**

**Board of Directors, Hampton Roads Chapter of PRSA, 2008-2009**

**Board of Directors, Blanca's Friends, Inc. (nonprofit organization), 2005-2009**

**Certified Proficiency in the Spanish Language, Virginia Wesleyan College, 1998**