

Michelle Rogerson, APR



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PROFILE

Experienced consultant with a master's degree in Communications Management and 10 years of experience specializing in strategic marketing and public relations management, including Web 2.0 media, copywriting, executive speechwriting, trade shows and special events.

EXPERIENCE

Owner/Communications Consultant, Reina Communications (Virginia Beach, VA)

August 2005-present

- Provide freelance communications consulting for various clients.
- Present Web 2.0 seminars to professional organizations and clients nationwide.
- Long-term contract with Norfolk Southern Corporation (Fortune 300) writing speeches for the CEO, managing employee speakers bureau and maintaining internal CEO blog.
- Consultant for New Media Team for Norfolk Southern Corporation, resulting in development of social media strategy, corporate YouTube channel and wikis.
- Copywriting and PR consulting for Hampton Roads Transit (state agency).
- Current research project: "Rising to Stardom: How Some User-Generated Contents Become Popular," with Dr. Yuping Liu. Target Journal: Journal of Marketing.

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 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 RoomSaver.com, HarmonHomes.com, TimeShareSaver.com, RentJillsHouse.com and Trader Digital Imaging.
- Developed business plans and marketing budgets and managed marketing department for each business.
- Directed search engine marketing efforts (paid and organic), increasing Web site traffic 70 percent over the previous year.

National Marketing Director, Trader Publishing Company (Virginia Beach, VA)

June 2002-June 2003

- Managed marketing strategy and led six-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 Web site 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 and news 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 Web 2.0 communications.
- 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

Accreditation Committee Chair, Hampton Roads Chapter of PRSA, 2007-present

Board of Directors, Hampton Roads Chapter of PRSA, 2008-2010

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

Careers in Communications Alumni Panelist, Virginia Wesleyan College, 2007

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

COMPUTER SKILLS

Apple iWork, Google Adwords, Google Analytics, Microsoft Office, Microsoft Publisher, Outlook, QuarkXpress, basic knowledge of HTML, quick learner of CMS.