

KATIE MCMILLAN

CONTACT



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SKILLS

- Media relations
- Public relations
- Writing and editing
- Interviewing
- Event planning
- Project management
- Data analysis
- Strategic planning
- Adobe Creative Suite
- Cision Media Monitoring

EDUCATION

Master of Arts Communication

Wayne State University
December 2022
(in progress)

Bachelor of Arts Journalism

Oakland University
December 2013

AFFILIATIONS

Public Relations Society of America

Counselors to Higher
Education

Wayne State University Mike Ilitch

School of Business
Corporate Mentorship
Program Volunteer

PROFILE

As a first-generation college graduate, I know the power an education has to shape an individual's future and, in turn, their community. I am committed to sharing stories of excellence, opportunity and access, so that everyone can see the value of an education and envision themselves as graduates. I am an empathetic storyteller, and strive to elevate academic expertise in an accessible way to further public impact.

EXPERIENCE

Wayne State University Office of Marketing and Communications / Detroit
Associate Director of Public Relations • August 2021 - present
Public Information Officer • August 2016 - July 2021

- Identify, write and distribute news stories and press releases
- Proactively pitch to and yield inquiries from local and national media
- Assist in monitoring and analyzing earned and organic media coverage
- Support crisis communication planning and responses
- Conduct media training for university representatives
- Contribute to brand strategy discussions
- Manage and create newsletters for faculty, staff, student and parent audiences
- Update and maintain university-wide news website
- Aid in the development and launch of the 2022-2027 university strategic plan
- Act as communication liaison for the Office of the Provost to support enrollment, student success, and faculty and staff initiatives
- Manage participation in the Op-Ed Project to increase media representation of marginalized voices
- Serve as the Assistant Ride Director for the annual Baroudeur cycling event, managing registration, communication, fundraising and logistics

Credit Union ONE / Ferndale

Communications Manager • July 2015 - August 2016

Integrated Marketing Specialist • June 2014 - July 2015

- Wrote and distributed print and digital communications, including promotional materials and account-related messages for more than 127,000 members
- Led the messaging strategy for two bank mergers
- Wrote and distributed press releases; served as public and media relations contact
- Provided talking points related to products, promotions and customer service
- Developed a social media strategy and managed accounts
- Planned and executed corporate events and sponsorships
- Aided in the content audit and redesign of the company's website and mobile app

Oakland University Communications and Marketing / Rochester

Media Relations Assistant • May - November 2013

- Identified and wrote news stories and press releases
- Worked with media to initiate press coverage and verify information
- Assisted with the management of the university's social media accounts
- Aided in the development of a student ambassador program
- Assisted with script writing for promotional videos
- Collaborated with campus police to refine crisis communication protocol
- Aided with media budgeting and scheduling across multiple platforms