

# Michael L. Straley



## **Career Profile:**

The goal is to utilize my skillset that best fits an organization with shared goals and objectives

## **Professional Strengths:**

- Possess 23 years of professional experience in fundraising, philanthropy, media relations, public relations and marketing
- Extensive knowledge of developing Integrated Marketing Communication plans
- Ability to implement and generate innovative philanthropic plans and programs
- Demonstrated experience with donor relations
- Excellent time-management skills and ability to handle multiple tasks efficiently
- Ability to communicate effectively and accurately to a variety of audiences
- Attention to detail and ability to make decisions independently and collaboratively

## **Technical Skills:**

- Proficient in Mac-based and PC environments
- Familiar with various forms of design and database software
- Also have experience with Microsoft Word, MS Excel and MS Outlook

## **Educational Summary:**

- Master of Science in Integrated Marketing Communications from Eastern Michigan University – June 2011 with honors (3.86 GPA)
- Bachelor of Arts in Communications-Journalism from Shippensburg University in 1985

## **Professional Experience:**

### **Executive Director, 2013-Present** Fulton County Medical Center Foundation

#### Responsibilities include, but not limited to:

- Developing and organizing all aspects of the Foundation's philanthropic programs with a comprehensive Integrated Marketing Communications (IMC) strategy
- Researching and identifying potential donors and sponsors and implementation of strategies to foster positive relationships
- Establishing and maintaining friendly business communications with individuals and business donors or sponsors
- Researching grant opportunities available through local, state and federal programs
- Creating reports post-event to analyze data and determine the marketing effectiveness for the fundraising program
- Overseeing department and inter-department meetings to plan milestones and requirements of all department teams within the organization regarding fundraisers
- Creating print and digital marketing materials related to the Foundation's fundraising campaigns/events

#### Accomplishments:

- Budgeted revenue goals exceeded for five consecutive years, including four straight with \$1 million+ during a pandemic
- Built a thriving scholarship program with revenues exceeding \$150,000, three endowed scholarships and eight named scholarships after inheriting a program with less than \$3,000 in revenue
- Built a robust grants program
- Developed IMC plan to increase all areas of giving, including Planned Gifts, Annual Fund and Business & Industry sectors

**Director of Communications, 2006-2013**  
Saint James School, St. James, Maryland

Responsibilities included:

- Developing and implementing the public relations and media relations programs
- Managing the advertising and marketing initiatives
- Developing (includes designing, writing and editing) all printed publications
- Managing content and flow for Web site
- Handling the tasks of managing internal and external brand of the organization
- Maintaining press coverage and good relationships with key media personnel
- Serving as photographer

Accomplishments:

- Developed yearly communications plans
- Created marketing plans with Integrated Marketing Communications concepts
- Redesigned the alumni magazine
- Led the redesign efforts for the school Web site
- Saved the school 50 percent of the print budget by introducing desktop publishing
- Increased media exposure with effective public relations plan
- Introduced and successfully implemented new alumni events

**Publisher, 2005-2006**

Echo-Pilot Newspaper, Greencastle, PA

*Was promoted to this position within Liberty Group Publishing*

Responsibilities included:

- Crafting yearly budget goals and responsible for all revenues and GOP
- Creating yearly marketing plan with monthly goals and objectives
- Hiring and managing new staff
- Creating new advertising and marketing collateral

Accomplishments:

- Exceeded monthly revenue goals five out of the first eight months under new ownership
- Tripled circulation revenue and increased sales 27 percent with aggressive marketing campaign
- Presented community with new and expanded coverage of local events and new features that included first-ever tabs, special sections and four-color process
- Increased visibility in community with event marketing

**Regional Circulation Marketing Director/Circulation Director**

Liberty Group Publishing/Record Herald Newspaper

*Served in a dual capacity as first-ever appointed Circulation Marketing Director for 13 properties on the East Coast from New York state to West Virginia and also as Circulation Director for the Record Herald in Waynesboro, PA.*

Responsibilities Included:

**As Regional Circulation Director:**

- Supervisor to all circulation and marketing managers in the East Region
- Creating marketing plans for each site that included sales initiatives, branding and community relations

- Hosting annual circulation seminar for the 13 properties
- Creating circulation program and served as guest speaker at annual Publisher's Conference

**As Circulation Director at Record Herald:**

- Developing a comprehensive circulation marketing plan
- Serving as marketing coordinator for all ROP ads, promotional campaigns and special events

Accomplishments:

**As Regional Circulation Director:**

- In first year, four properties experienced net paid revenue growth
- Over three years, nine of the properties experienced net paid revenue growth
- Introduced and implemented all new circulation reporting procedures with goals and objectives for publishers and circulation/marketing managers
- Created a bonus program for achieving monthly goals
- Created, designed and edited circulation/marketing Big Ideas Book and a Circulation Manual for annual Publisher's Conference
- Created, designed and edited monthly circulation newsletter and marketing collateral
- Assisted with corporate circulation/marketing projects

**As Circulation Director at Record Herald:**

- Net Paid Circulation grew 4.8 percent from 2002 to June 2005
- Circulation Revenues grew 2.1 percent from July 2002 to June 2005
- Created additional stream of circulation revenue with third-party special event sales
- Designed, wrote and edited all special 2 & 4-page special sections and coordinated all sales efforts at special events

- Designed all new circulation options for the newspaper's Web site
- Led the efforts for an earlier press time that increased single-copy sales 2.8 percent
- Introduced bar coding for the newspaper's single-copy sales
- Had numerous circulation ideas published within the industry's trade publications
- Garnered 4 awards from Circulation Idea Service for 'Best of the Best' competition

**Assistant Circulation Director, 1996-2002**

Public Opinion Newspaper, Chambersburg, PA

*Was promoted three times within the department at Gannett-owned newspaper after starting as Single-Copy Manager. I was then named Operations Manager before assuming the Circulation Sales & Marketing Manager's position.*

Responsibilities included:

- Growing readership and increasing net paid revenues
- Managing a staff, ranging from 2 to 8 people (depending on the job title)
- Creating yearly marketing plans with monthly circulation sales goals

Accomplishments:

- Single copy sales grew 2.1 percent during my overall tenure
- Overall circulation net paid revenues grew by 1.9 percent
- Took circulation sales and marketing efforts to a new level with innovative ideas (example: selling Chicago White Sox 10,000 papers to honor Nellie Fox on his Hall of Fame induction)

**Director of Sports Information and Marketing, 1990-1995**  
Shepherd University, Shepherdstown, WV

Responsibilities included:

- Coordinating the publicity and communications for the athletic department
- Nominating and publicizing student-athletes for various awards, honors and special recognitions
- Coordinating and implementing marketing and promotional plans for sports teams. Producing editorial content for media guides, game programs, news releases, ticket flyers, fund raising flyers, camp brochures, print advertising, radio promos and other campus publications that promoted intercollegiate athletics and related activities
- Coordinating home event operations for assigned sports
- Arranging media interviews with coaches and student-athletes for assigned sports
- Overseeing the use of statistical software and training student statistical crew for assigned sports
- Working well with internal and external constituents
- Serving as Chairman of Athletic Hall of Fame

Accomplishments:

- Awarded the Shepherd Athletic Hall of Fame Medallion in 2001 for “significant leadership, commitment and overall contribution” to athletic department
- Earned 16 national publication and three writing awards from CoSIDA
- Convinced local cable company to televise football and basketball games to four-state region – the first time in school history
- Created a game-day promotional schedule for football and basketball that created excitement

**Areas of Interest:**

- Serve as founder of Leah's Legacy Foundation, in memory of my daughter who passed on Valentine's Day 2018
- Speaker/Author (Book: The CALLing) on grief, overdose awareness and opioid epidemic
- Created Christopher Straley Memorial Welding Award for Franklin County Vo-Tech student in memory of son, who passed on November 2022
- Serve on various boards and committees that focus on the opioid epidemic and drug/alcohol recovery
- Represent Clemson University athletics in a positive and professional manner as IPTAY Representative for the Northeast