

## **Michael R. Lawrence, APR**

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### **EDUCATION:**

#### **University of Central Florida**

M.A.: Mass Communication

B.A.: Advertising/Public Relations

**Orlando, FL**

2001

1999

### **EXPERIENCE:**

#### **Seminole County Public Schools (SCPS)**

**Office of the Superintendent**

**Communications Officer**

**Sanford, FL**

9/13 - Present

- Serves as the spokesperson for the superintendent/schools/district level administrators in order to provide continuous information regarding critical issues, functions and achievements of the district and individual schools. Coordinates and conducts news conferences and media briefings as needed. Handles all media relations efforts including crisis management, story pitching, and public records requests.
- Provides overall leadership and direction for strategy, design, and operation of the district's internal and external marketing and communications activities and outcomes.
- Leverages the district's network of schools, community partners, and understanding of the community to create a strategic communications plan containing guidelines for establishing marketing priorities, initiatives, and metrics at both a school and district level.
- Oversees the district's communications transformation, using analytics, to create a world-class communications environment to enhance digital experiences that build relationships with key audiences to include students, teachers, parents, and the community.
- Manages district-level print, digital, web, video, and social media presence for marketing messages, branding, and communications that reflects the district's image and reputation of being a leader in quality education.
- Responsible for the newly re-designed and award-winning external SCPS district website and employee intranet site.
- Supports school leadership relative to the content, creation, design and dissemination of press releases/media advisories via social media and traditional print/website activities.
- Serves as a member of the district's Emergency Response Team.
- Oversee the day-to-day activities of the communications department including budgeting, planning, and staff development. Supervise the graphics, marketing, multimedia, community involvement, and web teams.
- Serves on appropriate district committees to support the development and implementation of the district's communication plan(s).
- Integral in the installation of the district's phone/email blast School Connects system as an integral means for the district, its schools and departments for communicating to constituents.
- Assisted in the coordination and creation of the new SCPS mobile app, district website, and school sites.
- Responsible for developing the district's SCPS Community Leadership Academy.
- Responsible for audio/video upgrades of the district's School Board Room and Technical Control Room.

**City of Orlando**  
**Office of Communications & Neighborhood Relations**  
**Communications Manager**

**Orlando, FL**  
6/08 – 9/13

- Managed the daily operations of the Multimedia, Graphics, Interactive Programs and Special Events teams, including budget, personnel management and performance outcomes. Supervise staff of 10.
- Responsible for the planning, marketing and execution of each of the Mayor's annual signature events including Fireworks at the Fountain, Veteran's Day Parade, Blues B-Q Festival, Holiday Lights Orlando, CityKidz fundraiser, State of the City Address, State of Downtown Address, and more.
- Coordinated the Mayor's monthly community service work-along program and video message recordings.
- Facilitated logistics and implementation of ribbon-cuttings, groundbreaking, grand-openings, media announcements and other special events.
- Forged partnerships with community organizations to help leverage funds and pool resources.
- Lead Communications Team to create all facets of marketing plans including: communication strategies, press releases, drafting talking points, correspondence, graphic design, website management, social marketing, multi and digital media support.
- Assisted with marketing and coordination of special projects and conferences such as NBA All-Star 2012, National Conference of Mayors 2012, and National League of Cities.

**City of Orlando**  
**Downtown Development Board**  
**Marketing/Special Events Coordinator**

**Orlando, FL**  
7/07 – 6/08

- Responsible for all marketing efforts including website management, collateral development, presentations, public relations and special events.
- Instrumental in launching the Downtown Ambassador Program and the Downtown Orlando Information Center.
- Responsible as the DDB/CRA liaison to the Orlando Farmers Market and Church St. Station Merchants.
- Helped the DDB/CRA receive a 2008 "Golden Brick Award" from the Downtown Orlando Partnership.

**Orange County Government**  
**Parks & Recreation Division: "the Club" Program**  
**Program Supervisor**

**Orlando, FL**  
11/05 – 7/07

- Supervised Mayor Crotty's youth initiative, "the Club," a program consisting of more than 17,000 members, 90 recreation partners and 135 local business partners.
- Managed the daily operations of "the Club's" community Ambassador program, front-line staff, and interns.
- Responsible for membership issues, the addition of new recreation & business partners, scholarship orientations, website maintenance, special events, and community outreach efforts.
- Assisted with all aspects of "the Club," including marketing, public relations, advertising, graphics, research, and program budgeting.
- Helped program receive an Image Award from the Orlando Chapter of the Florida Public Relations Association (FPRA).

**Orange County Government**  
**Citizens' Commission for Children Division**  
**Marketing/Public Relations Coordinator**

**Orlando, FL**  
5/03 – 11/05

- Managed all marketing and communication efforts for the Citizens' Commission for Children Division and its 13 Neighborhood Centers for Families, 21 After School Zone locations, the Citizens' Review Panel, and numerous special events/initiatives as determined by the County Mayor and Board of County Commissioners.

- Duties included: media relations, press releases, copywriting, speech writing, community outreach, special events, strategic planning, presentation development, creation of collateral materials, newsletter editor, forging new partnerships, annual reports and more.
- Helped the Division earn seven National Association of Counties (NACo) awards, 12 National Association of County Informational Officers (NACIO) awards, five Image Awards and one Golden Image Award from the Florida Public Relations Association (FPRA).

**Senior Resource Alliance**

**Area Agency on Aging of Central Florida, Inc. – PSA 7  
Marketing/Communications Manager**

**Orlando, FL  
7/01 – 5/03**

- Created and implemented all communication and public relations efforts for the agency's senior programs in Brevard, Orange, Osceola, and Seminole Counties.
- Duties included: media relations, press release distribution, newsletter editor, speech writing, visual presentations, community outreach, special events, regional network meeting coordinator, collateral materials development, annual reports, web site management and strategic planning.
- Served as a contributing writer for the State of Florida's Elder Update newspaper, Florida Hospital's Premier Health Newsletter, and the 50+ Survival guide.

**MEMBERSHIPS/COMMITTEES:**

- Florida Public Relations Association (FPRA), Orlando Chapter, Present
- Orlando Families, Parks & Recreation Department's Community & Youth Trust Board, 2008-2017
- UCF Alumni Association's College of Sciences Chapter, Communications Chair, 2013-2017
- UCF Alumni Association's Community Service Committee, Communications Chair, 2005-2013

**SKILLS:**

- Proficient in: Microsoft Office Suite, Adobe In-Design, Photoshop, and PDF Factory.
- Accredited in Public Relations (APR), received July 2011.