



PIPER AND GOLD PR

ESTABLISHING STRATEGIC MEDIA RELATIONS & EXECUTIVE COUNSEL ACROSS DIVERSE SECTORS

Piper & Gold PR aimed to build a high-impact media relations department to enhance client visibility, credibility, and advocacy efforts across various industries, including education, public health, economic development, mental health, automotive testing, and nonprofit advocacy. As Director of Client Solutions, I led this initiative to create a cohesive structure that delivered consistent, high-quality results.

CHALLENGES

- Lack of a dedicated media relations department to streamline outreach and storytelling.
- Multiple clients requiring unique strategies to drive advocacy, visibility, and community engagement.
- Ensuring cohesive branding and messaging across sectors

STRATEGIC APPROACH

- **Department Creation:** Built the agency's first structured media relations department, establishing protocols for storytelling, client messaging, and outreach.

Strategic Media Outreach & Branding:

- Managed media relations for ATESTEO's North American headquarters launch, collaborating with Governor Gretchen Whitmer's team for maximum exposure.
- Enhanced visibility for Ronald McDonald House of Mid-Michigan and supported Community Financial Credit Union with taxation advocacy.

Executive Counsel & Thought Leadership:

- Provided strategic counsel to MCAN in education advocacy, establishing leaders as influential voices.
- Led MPHI's efforts to promote their CEO's book, improve internal communication, and advocate for public health.

Branding & Community Engagement:

- Directed the branding and community engagement for CMHA-CEI's new crisis stabilization unit, including its successful wall-breaking event.

Training & Development:

- Designed a marketing training webinar for LEAP, empowering small business owners with effective strategies.

RESULT AND BENEFITS

- **30% Increase in Media Coverage:** Boosted visibility across client accounts through structured, results-oriented outreach.
- **Heightened Thought Leadership:** Positioned executives from MCAN and MPHI as respected leaders in education and public health.
- **Successful Branding:** Developed a cohesive branding strategy for CMHA-CEI's crisis stabilization unit, enhancing community engagement.
- **High-Profile Event Execution:** Enhanced ATESTEO's grand opening, showcasing strategic event management skills.
- **Ongoing Growth:** The media relations department continues to deliver impactful results across multiple sectors.

KEY TAKEAWAYS

Building a high-performing media relations department from scratch requires strategic vision, creative storytelling, and collaborative leadership. This experience demonstrated my ability to adapt strategies across industries, enhance executive visibility, and drive measurable results.