

MICHAELA MCLEAN

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PROFILE

Public relations and social media marketing specialist with excellent communication skills. Effective team builder and results-driven leader who thrives in fast-paced environments. Extensive experience in leveraging multiple streams of media, including television, social media, audio podcasts, and public speaking to effectively communicate a brand's message.

SOCIAL CONTACT



@michaelamclean



@Michaela McLean



@Michaela McLean

EDUCATION

THE UNIVERSITY OF ALABAMA

- 2019 Magna Cum Laude Graduate
- Bachelor of Arts in Public Relations and Dance
- Specialization in Sports and Entertainment Communication Management

SKILLS

- Creative project development from inception to finished project
- Content creator for various streams of media including print, social media, podcasts, and television
- Building synergistic partnerships across brands
- Proficient in: Canva, Microsoft Word, Excel, PowerPoint, Google productivity suite, Adobe InDesign, Audacity, GarageBand

EXPERIENCE

MISS FLORIDA 2019, MISS AMERICA ORGANIZATION

Face of the Miss Florida Organization, statewide speaker, educator, and advocate

- Traveled state of Florida visiting 37 schools, reaching over 15,000 people in nine months
- Completed over 75 speaking engagements and appearances
- Increased social media following by 5,000 followers within year of service
- Created new sustainable, paid partnership for Miss Florida Scholarship Program in collaboration with the Florida Department of Citrus
- Generated additional sponsorships for the organization resulting in \$4,800 in in-kind services

BRAVE AND BEAUTIFUL:

BREAKING FREE FROM BEHIND THE SCREEN

Co-founder, public speaker, content creator, and developer of a multimedia campaign and a three-pronged approach to promote young women's social media literacy

- **EMPOWER:** Traveled to 4 countries, reaching over 10,000 young women through public speaking and live performances with culturally-transcendent messages of women's worth and value.
- Created and hosted the "Be Brave & Beautiful Podcast," achieving over 300+ downloads in 3 weeks with listeners in 8 countries
- **ADVOCATE:** Established a scalable partnership with Media Literacy Now, a national organization advocating for legislation for media literacy education
- **EDUCATE:** Developed academic partnership with the University of Florida's College of Education to help build an evidence-based curriculum that can be implemented nationally within school systems

EVERGLADES FOUNDATION

Statewide spokesperson focused on educating students about Florida's Everglades ecosystem

- Traveled to 15 elementary schools introducing Pre-K through 5th grade students to the Everglades' endangered species and water conservation efforts



LEADERSHIP ROLES

- Motivational speaker for domestic and international women's conferences
- Alabama campus-wide leader for Delight Ministries
- Co-founder of Brave and Beautiful, LLC

ACCOMPLISHMENTS

- Top 15 at Miss America 2020
- Recipient of Two Medallion Awards from The Public Relations Council of Alabama for "Best Media Kit" and "Best Communication Plan"
- City of Clermont Champion 2020
- Winner of the Miss Florida's Outstanding Teen 2014 pageant
- Top 7 at Miss America's Outstanding Teen pageant and the recipient of the Overall Dance Talent Award
- University of Alabama Dance Team
- Lake County Schools Alumni Hall of Fame

INTERESTING FACTS

- Won Nickelodeon TV Show, "My Family's Got Guts"
- Featured on the back of the "Uncle Matt's Organic" orange juice carton
- Performed for over 15,000 people in Kenya, Guatemala, Honduras, Dominican Republic, Mexico, and the U.S.
- Traveled to 8+ countries as dance instructor, performing artist, and public speaker
- Trained with the Radio City Rockettes
- Eighth generation Floridian
- News Intern for ABC 33/40
- Oldest of four girls

EXPERIENCE CONTINUED...

ADVANCED RECOVERY SYSTEMS

Spokesperson and statewide advocate for prevention and early intervention of teen substance abuse through Real Talk Program

- Spoke to to 30+ schools and 3,500 students, exceeding the identified outreach targets by 200% and doubling outreach efforts year over year
- Secured media coverage for presentations, engaging local press and increasing visibility for the program
- Successfully enhanced and expanded reach of digital footprint with implementation of social media campaign

Platform Magazine

Writer and editor for online publication focused on advancement of the public relations industry

Florida Tropics SC

Host and sideline reporter for professional indoor soccer games

Gannett: Best of the Best Awards

Emcee for over 10 corporate award ceremonies across the state of Florida

Brand Ambassador

Orange Theory Fitness, David's Bridal, Children's Miracle Network Hospitals, YogaSix, Poppy & Rose Clothing, Ann Marie's Boutique, Lulu's, Rodan & Fields, Hit Fit Gym

SCHOLASTIC ACHIEVEMENTS

- University of Alabama President's List
- International Dean's List
- University Honors College
- Public Relations Student Society of America
- Public Relations Council of Alabama
- National Society of Leadership and Success
- The Carl Elliot Honor Society