

Michaela Taylor

Portland, OR || (818)441-6793 | michaela.taylor323@gmail.com | [LinkedIn](#) | [Blog](#) | [Portfolio](#)

EDUCATION:

University of Oregon | B.A. Public Relations | Minor in Sports Business | 2024

EXPERIENCE:

PR & Media Relations Coordinator | Travel Portland | Portland, OR | November 2024 - Present

- Coordinate press trips for journalists and creators, securing travel, lodging, tours, and detailed itineraries.
- Manage and update the online media newsroom in iPR and WordPress; write and edit editorial content.
- Track media coverage and journalist contacts in Muck Rack and CRM systems to support reporting.
- Coordinate media hosting logistics, including stipends, reimbursements, and hospitality arrangements.
- Draft a monthly newsletter highlighting media coverage and PR updates for leadership distribution to staff.
- Conduct media and destination research on local businesses, attractions, and industry trends.
- Support media relations by responding to media inquiries, coordinating hosting opportunities, and sourcing images for publications.

American Aspiration Tour (AAT) and Book Tour Intern | Operation HOPE | Remote | April 2024 – November 2024

- Supported Deputy Chief of Staff with project management for national tour initiatives.
- Managed scheduling and communications with executive leadership via Microsoft Teams.
- Maintained Trello boards, spreadsheets, and website event listings.
- Coordinated with bookstores to integrate book sales and signings, increasing brand exposure and revenue.

Public Relations and External Education Team | Oregon Accelerator | Eugene, OR | Jan. 2024 – Jun. 2024

- Developed NIL-focused educational content for social media and website.
- Conducted social media audits to ensure alignment with personal branding and collegiate guidelines.

Events Director | UO Public Relations Student Society of America (PRSSA) | Eugene, OR | Sept. 2023 – Jun. 2024

- Led planning and execution of professional development and fundraising events (30–60 attendees).
- Managed events committee, delegated tasks, and collaborated with executive board on budgeting.
- Secured sponsorships by drafting outreach materials and contacting local businesses.

Intelligence Analyst | U.S. Army | Fort Carson, CO | July 2016 – Feb. 2020

- Maintained great communication skills in a fast-paced environment while actively monitored, analyzed, and disseminated reports to other intelligence professionals via secured emails on classified networks.
- Directed aerial assets for intelligence collection and prepared briefings for senior leadership (~270 times).
- Produced daily PowerPoint presentations with mapping and reporting during Afghanistan deployment.

SKILLS:

PR & Communications: Media relations, press trip coordination, media monitoring, newsroom management

Writing & Content: Editorial writing, newsletters, professional correspondence

Project & Operations: Project coordination, event logistics, calendar management, stakeholder communication

Tools & Platforms: Muck Rack, iPR, WordPress, Asana, Trello, Slack, Google Workspace, Microsoft Office, Canva, Adobe Express

Social & Digital: Instagram, TikTok, LinkedIn, X, Facebook, YouTube

Technical: SEO basics, CMS, CRM systems