**M. Skylar Ezell**

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**EXECUTIVE SUMMARY**

As aforward-thinking **communications strategist** and **writer**, I leverage cultural insights to inform brand storytelling, reach diverse audiences, and humanize Fortune 500 companies, startups, and other organizations in ways that inspire consumer action.

**PROFESSIONAL COMPETENCIES**

Public Relations **|** Publicity **|** Media Relations **|** Issues Management **|** Multicultural Marketing

Entertainment **|** Consumer Technology **|** Content Strategy **|** Copywriting **|** Copy Editing Storytelling **|** Creative Writing **|** Speechwriting **|** Screenwriting **|** Journalism **|** AP Style

**TECHNICAL SKILLS**

* **Writing, Content Management, and Media** – FadeIn Pro, Scrivener, Wordpress, Cision
* **Creative and Graphic Design** – Adobe Acrobat, Photoshop, InDesign, Illustrator
* **Social Media and Messaging** – Twitter, Instagram, Facebook, TikTok, Slack, Zoom

**PROFESSIONAL COMMUNICATIONS EXPERIENCE**

**FREELANCE –** Los Angeles, CA
***Freelance Writer and Communications Strategist*** (04/2019 - Current)

* Develop communications strategy, publicity projects, and creative content for clients

**GENSLER –** Los Angeles, CA
***Executive Communications Manager*** (02/2020 – 04/2020)

* Prior to COVID-19 company restructuring, managed internal/external communications and social media strategy for one of the global architectural design firm’s two Co-CEOs
* Led through content strategy as part of the bi-coastal Co-CEO team, including the development of speeches, storyboarding, presentations, graphic design, etc.

**AT&T –** El Segundo, CA
***Manager/Consultant, Public Relations for Global Marketing*** (10/2015 – 04/2019)

* Directed external agencies in surpassing YOY press coverage and other KPIs, increasing earned media and social media impressions by **more than 49% to 4.6 billion+**
* Orchestrated corporate communications and content strategy (e.g. video, graphics, etc.) for major sponsorships like **ESSENCE Festival**, **HACEMOS Hi-Tech Day**, and a **$1 million contribution** to LGBTQ+ youth crisis nonprofit **The Trevor Project**
* Launchedthe Tapestry Speakers Bureau, connecting diverse employees with speaking engagements and thought leadership opportunities supporting their personal brands
* Shaped **executive communications** and **speechwriting** for AT&T leaders, including the Chief Diversity Officer, President of AT&T Western Region, etc. for related initiatives
* Built relationships and influenced through **AT&T Inclusion Marketing™**, a cross-functional team leveraging key insights to bring multicultural and gender equity to company marketing, effectively **reducing costly reshoots** and **minimizing brand risk**
* Counseled through crisis and issues management situations impacting the brand, including the development of proactive and rapid response messaging
* Strengthened talent/media relations by building relationships with press, influencers, and content creators, and guiding reputation management across diverse communities
* Drove publicity and brand positioning for consumer technology products, diversity and inclusion initiatives, and TV/film entertainment with culturally-nuanced strategy

**DIRECTV (Now part of the AT&T family) –** El Segundo, CA
***Sr. Specialist, Corporate Communications***(12/2014 – 10/2015)

* Executed internal digital marketing resulting in over 8,000 DIRECTV employees **volunteering 22,000+ hours** across nearly **350 philanthropy projects** in the Americas
* Headed internal communications strategy around IT Security training for over **32,000 legacy DIRECTV employees** during the $49 billion merger with AT&T
* Designed **Change Management/Resiliency** communications strategy, including pre and post-program key learnings, training updates, and more during the merger with AT&T
* Oversaw communications function and editorial strategy for key client groups/areas: Talent Development, Talent Acquisition, Corporate Citizenship, and Sustainability

**MGM RESORTS INTERNATIONAL** – Las Vegas, NV
***Corporate Talent & Development Communications Specialist*** (12/2012 – 12/2014)

* Managed executive communications and messaging for company’s first-ever performance management process for **400+ companywide directors and above**
* Shaped cross-functional internal communications, events, training and promotional video scripts, and employer branding strategy for companywide **HR Transformation**
* Led submission garnering the first **Top 10 ATD Best Award** for a Vegas Strip company
* Acted as communications liaison for Learning & Development, Organizational Development and Change Management, Talent Acquisition, and M life (guest loyalty)

**FREELANCE JOURNALISM EXPERIENCE**

**BLACK NERD PROBLEMS** - Digital media outlet

***Writer*** (04/2018 – Present)

* Contribute TV/film entertainment reviews, pop culture news, and celebrity interviews

**PROFESSIONAL MEMBERSHIPS**

**National Association of Black Journalists (NABJ) –** Los Angeles Chapter

**EDUCATION**
**BA** • **Journalism/Public Relations**, Music Bus. Minor • Georgia State University (Atlanta, GA)