



## Misty Elliott

Vice President, Content Strategy

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### Position with Firm

2022–present ***Vice President, Content Strategy.*** Leads the organizational, operational, and creative functions of content management for the firm and its clients. Manages complex, large-scale projects and events. Supervises and mentors a team that is responsible for the delivery of customized content strategy and implementation for clients.

2020–2022 ***Director.***

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### Previous Professional Experience

2014–2020 ***Media Affairs Manager, Michigan State Housing Development Authority,*** Lansing, Michigan. Created, collaborated on, and executed internal and external communications for executive leadership, customers, stakeholders, partners, media groups, and others. Managed award-winning video production efforts, media relations, and press. Directed and created social media strategy and content.

2011–2014 ***Marketing and Communications Manager, Michigan Society of Association Executives,*** East Lansing, Michigan. Delivered high-quality materials on time and under budget. Designed, managed the production of, and curated content for the association’s bimonthly industry magazine. Provided counsel to top association executives around the state. Helped key staffers design strategic communications plans, market and plan events, and lead advocacy efforts.

2008–2011 ***Communications and Branding Coordinator, Michigan Association of Secondary School Principals,*** Lansing, Michigan. Facilitated communications efforts for events, legislative updates, and membership advocacy. Contributed to the association’s copywriting needs. Assisted with event management, web content development, and graphic design.

Education Michigan State University, BA in Journalism



## Awards

- Telly Video Bronze Award for Nonbroadcast Social Impact, 2022
- Telly Video Bronze Award for Nonbroadcast Social Issues, 2022
- Telly Video Bronze Award for Nonbroadcast Social Responsibility, 2022
- Governor Whitmer, Excellence Coin, 2019
- Telly Video Silver Award for Nonbroadcast Government Relations, 2019
- Telly Video Bronze Award for Nonbroadcast Government Relations, 2019
- Public Relations Society of America Silver Anvil Award, 2018