

# Frank R. MacDonald

## Senior Level Communications Strategist & Media Relations Manager

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**Brand Concepts / Strategy ❖ Regional & National Media Relations ❖ Messaging Management**  
*15 national awards for writing and publications, with both content and presentation driving results*

### → CAREER SUMMARY

Consummate communications and media relations strategist exercising award-winning talent in branding, messaging, and public relations while addressing unique technology and media campaign needs. Cited often for bringing new professionalism to existing operations, possessing a voice that propels brands to the next level, and recognized as the Communications Director that spearheaded the country's most successful launch of a professional sports expansion franchise.

Indispensable adviser for up to and including executive levels for messaging, public speaking, and crisis response. Formidable creative skill set that leverages engaging story-driven angles to support institutional branding and mission. Social media savvy, well-honed content marketing ability, and confident and influential mentor, communicator, and presenter.

### → CORE COMPETENCIES

- Strategic Marketing & Branding Campaigns
- Successfully Pitch Stories for Major Exposure
- Multimedia Content Development
- Create and Distribute Press Materials
- Social Media Program Management

- Communications Vision & Execution
- Project Lifecycle Management
- Story Development, Copywriting, Editing
- Key Leadership of External PR Agencies
- Superb Oral & Written Communications

"Frank is uncanny in his ability to engage an audience and provide consistently entertaining content. He brought a new level of professionalism in communications to our company, and we realize, as a key brand voice, he has made us a much better business. Frank is creative, with selectively applied perfectionism, and knows what it takes to get the job done. He connects with people in all facets of the media on both news and business topics and should be considered a valuable asset to any organization he works for."

### → CAREER CHRONOLOGY

FRANK MACDONALD COMMUNICATIONS, Seattle, WA

**2012 to Current: Owner / Operator / Consultant**

Provide strategic communications counsel, planning, and research and content development of corporate media kits for nonprofits' public relations campaigns in higher education and sports; manage and monitor all content shaping to include research, writing, editing, and preparing projects for publication manuscript.

— Advise and directly assist regarding development of non-profit grant proposals.

→ Promoted 2015 US subsidiary announcement for global provider of software licensing expertise. Developed key components of an ongoing strategy for a soccer center to catalyze business; built foundational media kit for professional women's soccer club outreach and program information.

→ Won contract to ghost write a client memoir with unique story and strong potential for mass consumption.

RUFFNECK WEAR, Seattle, WA

**2012: Communications Director**

Drove all branding and brand management for North America's largest producer of sports scarves geared toward volume-usage for fan groups at sporting events.

- Devised and implemented content marketing plan including administration of social media / website blogs.
- Developed and implemented a previously non-existent marketing communications plan replete with selective, concise, and compelling customer stories.
- Grew web traffic 37% and lead generation 22%, largely due to self-launch of a digital consumer newsletter and outreach tool for client stories and media pitches.
- Increased business growth by covering the story of a University account responsible for purchase of 1K scarves a year; reached out to NCAA PR to share newsletter coverage and provide insight into these effective promoters of student athletics, leading to strong growth of targeted new account prospects.

SEATTLE SOUNDERS FC, Renton, WA

**2008 to 2012: Communications Director**

Formulated and executed strategic communications plan representing the most successful domestic launch of a professional soccer expansion franchise (Sounders); spearheaded branding efforts with \$220K budget including strategic partnerships for an organization with interim PR. Reported directly to a Senior VP of Business Operations and VP of Communications and Broadcasting for Vulcan Sports and Entertainment.

- Recruited, trained, and managed two full-time reports and 40 part-time staff as event support for operations, media relations, and broadcast assistance; oversaw all team-centric operations and collaborated with Director of Communications concerning off-field operations.
- Forged lasting relations with media and constituencies and pitched stories for international media coverage.
- Researched, wrote, and edited communications collateral—news releases, media notes / guides, more.
- Served as lead spokesman for message development; strategic counsel for executives, coaches, and players.
- Unified Marketing, Community, Corporate Partnerships, and Ticketing and Retail divisions in a shared vision to build and personally oversee exceptional relationships with national media.
- Bolstered brand identity and image online and hired marketing firm to spearhead successful ad campaign.
- Developed and/or approved / edited all digital content and website messaging to establish digital footprint.
- Instrumental in attracting 44K attendees per game as a Top 30 Franchise worldwide, with \$48MM revenue; increased media footprint YOY for three seasons and set franchise and national attendance records for MLS.
- Pitched and won Sunday Seattle Times coverage of organization's growth into a flagship of American soccer.
- Pitched stories to national and international media across all audiences, including business, sports, and lifestyle feature outlets such as ESPN, Wall Street Journal, New York Times, TIME, and Sports Illustrated.
- Provided invaluable counseling leadership in messaging including statements of coaches and key players; directly guided crisis communications to mitigate negative impact on PR, brand perception, and the sport.

SEATTLE PACIFIC UNIVERSITY, Seattle, WA

**1984 to 2007: Media Relations & Event Operations Director | Assistant Athletic Director**

Arrived as Sports Information Director and Assistant Athletic Director and swiftly earned responsibility for media relations planning of 14 men's / women's organized sports; became senior manager of media relations and event operations, networked aggressively with the media and established unprecedented levels of visibility.

- Produced more than 50 local and national marketing pieces, informational brochures, and media guides.
- Organized and hosted more than 25 NCAA postseason and 50+ annual home events.

→→ **EDUCATION**

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UNIVERSITY of WASHINGTON, Seattle, WA | **B.A., Communications**