

Frank R. MacDonald

Communications Strategist & Writer

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

OBJECTIVE

To heighten the profile and tell compelling stories of progressive, engaged organizations.

PROFILE

- Experienced in planning and executing communications strategies
- Coordinated projects with up to 14 internal teams
- Award-winning, professional writer of news releases and features
- Created original content with compelling features and customer success stories
- Delivered timely, creative social media posts
- Provided background and key messaging points for C-level executives
- Coordinated media relations and arranged interviews and speaking appearances
- Comfortable working in fluid, fast-paced, multi-tasking environment
- Established solid, lasting relationships with regional and national media and influencers
- Team and service-oriented approach

CORE COMPETENCIES

- Strategic PR & Branding Campaigns
- Successfully Pitch Stories for Major Exposure
- Digital Content Development
- Writing, Editing Features and Press Materials
- Social Media Program Management
- Event Planning and Management
- Project Lifecycle Management
- Story Development, Copywriting, Editing
- Crisis Communications
- Collaboration with Outside Agencies

"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 for public relations campaigns for corporate, nonprofit, higher education and sports clients; manage and monitor all content shaping to include research, editing, PR and storytelling for multiple channels.

- Clients include Accordo, Atavus, Boeing Classic, NHL Seattle, Rave Foundation, Palador, Ruffneck Wear, Seattle Pacific University, Seattle Reign, Seattle Seahawks, Seattle Sounders, The Seattle Times, Seattle United, Team Ventrella, Washington Youth Soccer, Western Washington University
- Coordinated PR/Media for 2018 Boeing Classic. Composed feature content for NHL Seattle launch. Promoted US subsidiary announcement for global provider of software licensing expertise. Researched and wrote content for books, publications, media kits and websites.

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Public Relations Strategist & Media Relations Manager

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 customer service-centric marketing communications plan replete with selective, concise, and compelling messaging and customer storytelling.
- 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.
- 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. Reported directly to a Senior VP of Business Operations and VP of Communications and Broadcasting for Vulcan Sports and Entertainment.

- 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 brand identity and personally oversee exceptional relationships with regional and national media.
- Developed and/or approved / edited all digital content and website messaging to establish digital footprint.
- Managed up to 40 direct reports.
- 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.

OTHER RELATED EXPERIENCE

SEATTLE SOUNDERS FC, Renton, WA | Editor/Writer, Digital Content, SoundersFC.com

SEATTLE PACIFIC UNIVERSITY, Seattle, WA | Ass't Athletic Dir./Media Relations, Marketing & Event Operations

UNIVERSITY of WASHINGTON, Seattle, WA | Assistant Director of Athletics Communications

EDUCATION

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

VOLUNTEER

- WASHINGTON STATE LEGENDS OF SOCCER (Executive Director/Online Museum Curation/Social Media)
- WEST SEATTLE FOOD BANK (Home delivery to clients)