



Michael Cunningham

COMMUNICATIONS & POLICY STRATEGIST

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Chapel Hill, North Carolina

Mission-driven communications leader with over a decade of experience transforming complex issues into compelling narratives across nonprofit, public, and private sectors. Skilled in strategic messaging, digital campaign execution, and stakeholder engagement, with a proven record in rebranding and governance. Now seeking to drive meaningful impact in policy, public affairs, or nonprofit communications.

PROFESSIONAL EXPERIENCE

Director of Marketing | Hart and Jahoo

Oct 2020 - May 2025

- Directed all external relations, marketing operations, vendor coordination, and advertising strategy to support business growth.
- Managed social media accounts and created social media content, including videos and graphics
- Led digital marketing campaigns across web, email, and social platforms, using SEO and performance data to drive engagement and conversion.
- Developed and executed comprehensive branding strategies for the company's launch and subsequent rebrand, including visual identity, digital presence, and internal messaging.
- Identified and resolved critical operational issues in one business unit, managing customer communication.

Marketing Director | Bold Companies

Oct 2015 - Oct 2020

- Directed integrated marketing campaigns across digital, print, and social platforms, increasing lead generation and brand visibility.
- Led public affairs and press outreach including media coordination and press releases.
- Designed campaigns and sales materials supporting sales across multiple price points.

Real Estate Broker | Long and Foster Real Estate

Jan 2012 - Oct 2015

- Balanced client transactions with strategic marketing efforts across digital and print platforms.
- Produced property-specific campaigns to drive buyer interest and close deals in competitive market.

Senior Audio Engineer | NASA Television

Jan 2007 - Dec 2011

- Produced and managed live television broadcasts supporting NASA missions and public communications.
- Served as liaison to press and policy stakeholders during high-profile launch events at Kennedy Space Center and NASA HQ.
- Directed technical workflows and edited content for internal and public distribution.



Imaging Director | Susquehanna Broadcasting

May 2005 - May 2006

- Drove audience engagement through strategic audio branding in a competitive radio market.

Creative Services Director | Clear Channel Radio

Mar 2002 - May 2005

- Modernized content production workflows across five stations and multiple demographics.
- Led copywriting, ad creation, and brand consistency across campaigns.

LEADERSHIP AND GOVERNANCE

Board Member | Briar Chapel Community Association

Nov 2021 - Nov 2023

- Modernized association's communication policies, enabling real-time engagement via social media.
- Oversaw a \$3M+ annual budget and led efforts to promote transparency, inclusion, and good governance.
- Resolved contractor disputes, rewrote internal policies, and ensured compliance standards.
- Advocated for underrepresented demographics in the community

EDUCATION

Master of Arts (M.A.), Political Science

May 2023

University of North Carolina at Chapel Hill

Thesis: Vox Populi, Vox Dei: A Discourse Analysis of Letters to the Editor vis-a-vis Immigration

Bachelor of Arts (B.A.), Contemporary European Studies

May 2021

University of North Carolina at Chapel Hill

SKILL SET

- Strategic Communications
- Public Affairs
- Stakeholder Engagement
- Internal Communications
- Crisis Communication
- Governance & Transparency
- Brand Messaging
- Social Media Strategy
- Digital Campaign Execution
- Copywriting & Public Relations
- Content Planning
- Multimedia Storytelling
- Community Engagement
- Cross-Functional Collaboration
- Media Relations
- Presentation Design
- Rebranding Initiatives
- Marketing Analytics

