



Mikki Royce

Freelance Publicist/Journalist/Writer/Storyteller B2B or B2C

📍 West Palm Beach, FL, USA

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Links

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Languages

English (Native)

French (Basic)

Spanish (Basic)

About

Monday - Out of the blue - Weber Shandwick has a crisis - Hewlett Packard roll-out on Friday, but no AS - Could I help contact 10 top-tier national publications? Two days later I had five placements and the EVP bowed down and said, "All hail the Media Goddess!" - So, how may I help you?

Royce is a master storyteller, with proven ability to generate fresh ideas and creative solutions for difficult problems. Royce is a "Goddess" with broad experience in all aspects of Public Relations and a high placement rate. Frequently hired by other agencies and willing to relocate. Talents: story telling of all kinds, disruptive thinking, writing. Contact me at - TMGWrites@pobox.com

BRANDS WORKED WITH

Carlsbad Village Business Association

The Light Connection Magazine

The Connie House ALF

Classically Connected

Swing & Jazz Preservation Society

Florida Food & Farm Magazine

ENV Magazine

Boca Raton Magazine

Urban Growers Community Farm

Sharkey's Woodfired Mexican Grill

Experience

● Director of Communications

Flamingo Clay Studio Inc. | Nov 2017 - Jan 2018

Press coverage obtained for the December Holiday Sale resulted in highest ever sales and contributions in the history of this 12 year old non-profit.

● Contributing Writer

Florida Food and Farm & ENV Magazines | Jan 2015 - Dec 2016

Contributing writer for Florida Food and Farm, a resource guide connecting farms and local producers to consumers throughout the state, and ENV, which was an environmental Internet magazine covering topics of local and national interest.

● Co Producer

New Mercury Media | Mar 2011 - Mar 2013

Co-Producer of Progressive News Network, - weekly Internet Radio news-magazine focusing largely on Florida issues with reports from all over the state and elsewhere. Booked guests, directed promotional efforts, contributed to news content and was fill-in on air talent.

● Communications Director PR/ Journalist

TMG Writes | Jan 2008 -

Right now I'm looking for part time or temporary work. Conceptualize, develop and/or execute campaigns/projects for various local and national projects, non-profit and corporate clients. Storytelling of all kinds - press releases, magazine and newspaper articles, bios, web content, blogs, marketing collateral, ad copy and networking. Full service PR - including media relations, events, content writer, social media, written collateral. Clients included SI YO Music Foundation, Swing and Jazz Preservation Society, Urban Growers Community Farm, Digital Ascension Institute, Body Logic MD, and Sharkey's Woodfired Mexican Grill. Hired gun to agencies such as Vortex Communications, ink link Marketing, Chase Media, and ARCO & Assoc. Contributing writer for Florida Food and Farm, Edible and Boca Raton Magazines.

● Executive Director

Carlsbad Village Business Association | Mar 2005 - Apr 2007

- * Developed and executed strategic master plan to revitalize CVBA
- * Obtained over \$150,000+ worth of equivalent ad space in various newspaper, TV and radio features
- * Redefined CVBA, increasing membership over 50%
- * Re-branded Arts show tripling previous year's profits
- * Recreated monthly direct mail piece; put into black, increased circulation & advertising by 40%
- * Directed website redesign and URL change to support re-branding
- * Created the highly successful Carlsbad Masquerade and Outdoor Art promotion campaign
- * Created the Art of Excellence Award
- * Created Taste of the Village and other events which consistently ran on time and under budget

- **Marketing Manager**

The Light Connection Magazine | May 2004 - Mar 2005

Wrote ad copy, edited articles, negotiated contracts and collaborated with art director to enhance overall image and look of magazine. Increased company revenues by 30%. (The only year publisher didn't have to get a loan).

- **PR Consultant**

The Media Goddess | Jan 1999 - Jun 2003

Consultant 1999 to 2003

The Media Goddess, Santa Monica

Clients on retainer included Weber Shandwick Worldwide, Halsted Communications. Supervised PR accounts, rollouts, campaigns, press tours, etc. for clients such as: Hewlett-Packard, Disc Marketing, Dolby Labs, Papa John's Pizza, Bristol-Meyers Squibb, Sparkletts Water, Mentor, Mervyn's, International Committee of Artists for Peace Awards, Northridge Hospital and others.

- **PR Pro/Journalist**

TMG Writes | Jan 2019 - Now

Develop and/or execute campaigns/projects for non-profit and corporate clients. Full service PR, including media relations, events, website concepts/revisions, social media, written collateral such as press releases, media alerts, and ad copy. Clients included The Connie House, Swing and Jazz Preservation Society, All People's Day Diversity Festival, Urban Growers Community Farm, Sharkey's Wood-fired Mexican Grill and Classically Connected. Hired gun to various agencies nationwide. Contributing writer for Boca Magazine, Florida Food and Farm and Edible Magazines.

Education & Training

- **University of Miami**

BA,

- **University of Miami School of Communication**

Bachelor of Arts - BA,

- **University of Miami**

Bachelor of Arts - BA,

- **University of Miami**

Bachelor of Arts - BA,