**Christopher A. Mickey**

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**PROFESSIONAL EXPERIENCE**

**November 2019 - Present**

**Blue Federal Credit Union**

Cheyenne, WY

**Marketing Lead**

* Lead the marketing team in the strategic development and execution of all of Blue’s marketing campaigns across many platforms including print, TV, radio, digital media, email marketing, Blue’s website and social media.
* Manage and report on many of Blue’s external communications including, advertising, social media, in branch marketing, company wide television marketing and member emails.
* Serve as a member of many cross-functional teams to share my knowledge and expertise as it relates to communications. These teams develop new products, services and technologies for Blue’s members.

**December 2018 – November 2019**

**Nymbl**

Cheyenne, WY

**Director of Marketing and Outreach**

Nymbl is a three-employee e-commerce startup. Duties include, but are not limited to:

* Write and publish all communications and marketing materials including blog posts, social media posts, press releases, pitch materials and marketing emails.
* Retain most of the required administrative duties comprising of taxes, bookkeeping, HR, appropriate licensing and maintenance of the budget.
* Cover customer service duties with users, vendors, software providers, developers and fulfillment partners.
* As with most startups, duties are broad and extensive.

**February 2017 – January 2019**

**Wyoming Governor Matt Mead**

Cheyenne, WY

**Communications Director**

When being promoted to the position of Communications Director, I retained all my previous duties as the Public Relations Advisor (see below) with the following additional duties:

* Write and publish all of the Governor’s press releases, comments and statements for the media as well as the writing and publishing of statewide government notifications.
* Field all questions and requests from members of the media and respond with the appropriate answer and/or statement.
* Travel with the Governor to public events to assist and advise him, especially with members of the media present and set up applicable interviews.
* Serve as a policy advisor on new and emerging technology policy and international affairs.
* Track legislation and make recommendation to the Governor and his Cabinet on how to proceed.

**November 2016 – February 2017**

**Wyoming Governor Matt Mead**

Cheyenne, WY

**Public Relations Advisor**

* Advise the Governor on public relations matters such as media interviews, speeches, event participation and public visits from

 constituents and foreign dignitaries.

* Manage the Governor’s social media accounts on platforms such as Facebook and Twitter.
* Photograph the Governor at public events for use on the website, social media as well as make photos available to the media.
* Continually update and manage the Governor’s website as well as his ENDOW website.
* Act as the point of contact for public relations efforts on behalf of the Governor to all state agencies.
* Serve as the public relations leader for initiatives such as the Governor’s ENDOW initiative, the Great American Eclipse, Uber Elevate, the Wyoming Global Technology Summit and other large-scale projects on behalf of the state of Wyoming.

**January 2014 – October 2016**

**Wyoming Office of Tourism**

Cheyenne, WY

**Media and Public Relations Manager**

* Coordinate and publish external communications, including press releases and statements to the media and other public outlets.
* Coordinate and publish internal communications for the Wyoming Office of Tourism staff, board or directors, industry stakeholders and the Wyoming Governor’s office.
* Serve as the official spokesman for the Wyoming Office of Tourism for print, radio and television inquiries, both written and verbal.
* Manage and oversee a robust public relations program with an annual operating budget of $300,000 and the management of a national public relations firm.
* Provide support to social media and marketing teams with narrative and messaging of the Wyoming Office of Tourism in order to coordinate synergies between all public communications.

**June 2010 – January 2014**

**U.S. Senator John Barrasso**

Washington, DC

**Press Assistant**

* Manage all of Senator Barrasso’s social media accounts.
* Assist with the writing, editing, and publishing of press releases and statements for members of the media.
* Write and post daily to social media sites including Facebook, Twitter, and YouTube for the Senator.
* Constantly update the Senators official website with press releases, photos, videos, and other relevant public information.
* Author bi-monthly e-newsletter.
* Prepare and accompany the Senator to television, radio and newspaper interviews.
* Establish and maintain working relationships with members of the media.

**INTERNSHIP**

**May 2008 – August 2008**

**U.S. Senator John Barrasso**

**Press Intern**

* Assist the press team with all new media and digital media projects as well as press releases and press lists.

**LEADERSHIP EXPERIENCE**

**Leadership Cheyenne**

Community Leadership Program – Chosen as class speaker.

**EDUCATION**

**University of Wyoming**

 Bachelor of Science **(**Political Science)–May 2009