



MICHAEL SOLOWAY

EXECUTIVE COMMUNICATIONS | CORPORATE BRANDING |
CONTENT STRATEGY | MARKETING LEADERSHIP
EXECUTIVE



Summary

Executive communications, content strategy, and marketing leader with experience developing corporate narratives, strengthening brand positioning, increasing stakeholder engagement, and leading integrated communication initiatives across financial services, higher education, life sciences, manufacturing, media, and government organizations. Directed enterprise communications supporting more than 53,000 global employees, increased conference attendance by 43%, and expanded social media engagement by 347% through data-driven campaigns, executive messaging, digital communications, public relations, employee engagement, and multi-channel content strategies.

Skills

- Executive Communications & Storytelling
- Content Strategy & Development
- Social Media Campaign Management
- Stakeholder Engagement & Collaboration
- Cross-Functional Team Leadership
- Corporate Branding & Messaging
- Public Relations & Media
- Internal Communications Leadership
- Marketing Analytics & Reporting
- Change Management & Training

Professional Experience

ACQUISITIONS EDITOR | ADVANCING RNA, Life Science Connect 08/2025 – Present | Cranberry, PA

- Cultivate relationships with authors, researchers, guest editors, and industry experts to expand thought leadership content across the pharmaceutical sector.
- Curate high-value articles, webinars, podcasts, and white papers that strengthen audience engagement and support content acquisition objectives.
- Expand professional communities through LinkedIn distribution strategies and digital publishing initiatives.
- Advance audience growth by aligning editorial strategies with engagement metrics, content performance indicators, and market trends.

COMMUNICATIONS & MARKETING SPECIALIST 05/2024 – 01/2025 | Monroeville, PA

The Pittsburgh Conference (Pittcon)

- Increased conference attendance by 43% year over year through targeted advertising campaigns across paid and organic channels.
- Optimized email marketing performance through A/B testing, improving campaign effectiveness and audience engagement.
- Strengthened public relations by building partnerships with media outlets, industry influencers, and tourism organizations.
- Produced marketing collateral, including brochures, videos, and email campaigns, to support exhibitor acquisition and business development.

INTERNAL COMMUNICATIONS MANAGER | SENIOR CONTENT STRATEGIST 04/2016 – 07/2023 | Pittsburgh, PA

BNY

- Directed internal communication strategies supporting 53,000 global employees through enterprise-wide intranet, leadership communications, and digital engagement initiatives.
- Developed executive communication assets, including presentations, talking points, FAQs, announcements, video scripts, and campaign materials for technology leadership.
- Revitalized the Technology Services Group town hall program, increasing employee participation and achieving 97% employee satisfaction scores.
- Implemented technical training initiatives, including the "Techno Hour" program, strengthening employee development and digital adoption.

PUBLICATIONS DIRECTOR | EXECUTIVE EDITOR, Georgia Southern University 05/2014 – 05/2015 | Statesboro, GA

- Managed executive outreach programs and alumni communication initiatives supporting institutional advancement objectives.
- Produced content across print publications, newsletters, podcasts, videos, social media platforms, crisis communications, and digital channels.
- Supervised editorial operations, strengthening content quality and publication workflows.
- Guided magazine production and distribution while mentoring creative teams and expanding audience engagement.

COMMUNICATIONS DIRECTOR, Ply Gem Windows & Doors 01/2012 – 04/2014 | Roanoke, VA

- Built and mentored multidisciplinary teams specializing in content creation, graphic design, digital communications, and social media management.
- Secured more than \$100M in new business through strategic communication campaigns and integrated marketing initiatives.
- Enhanced brand visibility through coordinated messaging across multiple communication platforms.
- Executed corporate communication strategies that strengthened market positioning and stakeholder engagement.

COMMUNICATIONS CONSULTANT, Blue Merle Media LLC 01/2009 – 01/2012 | Denver, CO

- Founded and operated a communications consulting firm serving Fortune 500 corporations and major nonprofit organizations.
- Designed public relations strategies that improved brand awareness and stakeholder engagement.
- Delivered integrated communication solutions across marketing, media relations, and content development initiatives.
- Expanded client relationships through customized outreach campaigns and strategic messaging programs.

DIRECTOR OF COMMUNICATIONS | MANAGING EDITOR 01/2008 – 01/2009 | Greeley, CO

University of Northern Colorado

- Led marketing initiatives supporting Development and Alumni Relations programs.
- Coordinated communication campaigns across multiple departments to strengthen constituent engagement.
- Directed editorial teams responsible for alumni publications and communication materials.
- Streamlined publication workflows while improving content distribution processes.

WRITER | EDITOR | MATERIAL DESIGN TEAM LEAD, NASA 09/2002 – 11/2007 | Washington, DC

- Authored speeches, executive correspondence, and talking points for senior NASA leadership.
- Produced communication materials that translated complex technical programs into accessible public content.
- Developed communication strategies following the Space Shuttle Columbia accident, ensuring timely and accurate messaging.
- Created marketing collateral supporting public awareness initiatives for scientific and technical programs.

SELECTED ACHIEVEMENTS

- Increased conference attendance by 43%.
- Achieved 97% employee satisfaction through town hall redesign.
- Increased social media engagement by 347% through the "The Pittcon Promise" video campaign.
- Led executive communications following the Space Shuttle Columbia accident.
- Developed enterprise communication strategies supporting 53,000 employees.

Education

Master of Fine Arts (MFA) | Creative Writing, Wilkes University

Wilkes-Barre, PA

Bachelor of Arts (BA) | Media Communication, Florida State University

Tallahassee, FL

Certificates

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| • Video Production: Cinematic Lighting & Camera Movement | • Learning Cinematography: Narrative Fundamentals | • Learning Cinematography: Working on Set |
| • Learning Cinematography: Hands-On Techniques | • Learning Video Production & Editing | • Adobe Creative Suite Certification |

PROFESSIONAL AFFILIATIONS

- Public Relations Society of America (PRSA)
- International Communication Association (ICA)
- ACES: The Society for Editing