

# Mike Lizun

## PR AND MEDIA RELATIONS EXECUTIVE

### Executive Summary

A real student of the media. Over the past 20 years, I've built a network of thousands of media contacts across some of the most technical issues in our economy, who regularly turn to me and engage with me for ideas and answers. I'm a media pro whose inquiries get noticed and win coverage for clients ranging from hot start-ups to global leaders.

### Areas of Expertise

- C-level and executive media training and tours
- Earning Top Tier media coverage
- Management of accounts, profitability and costs, teams, and training of staff
- Lead PR campaign planning, messaging and execution of integrated communications programs
- Identifying new technology platforms and techniques to earn media

### Contact Details

Home: 808 Deer Road, Bryn Mawr, PA, USA 19010  
Phone: (215) 808-0578  
Email: mlizun@gmail.com  
twitter: @mikelizun  
LinkedIn: <https://www.linkedin.com/in/mikelizun/>  
Blog: <https://thenewshackers.com/author/mlizun/>

### Skills and Interests

- Proactive high-level media relations
- Data informed storytelling
- Writing, blogging, training and on camera interviews
- Building and growing teams and network of media contacts
- Media training
- Content strategy and development

### Professional Career

#### EXECUTIVE VICE PRESIDENT

*Gregory FCA | 2020-present*

- Conceptualize, plan, execute and grow integrated PR programs and manage client media events as account lead
- Hire, train and manage senior and mid-level staff, and oversee a team of PR, writing and social media specialists (15 employees under management)
- Established and grew network of Tier 1 National media contacts and influencers over 15 years
- Lead agency's technology PR practice
- Established and grew agency's cybersecurity vertical from zero-\$2M+ annually
- Secured agency's first two gaming and esports clients (Scuf Gaming and Nerd Street Gamers)

#### SENIOR VICE PRESIDENT

#### VICE PRESIDENT

*Gregory FCA | 2005-2020*

#### VICE PRESIDENT

*McMormick Communications | 1999-2005*

- Created strategic communication plans for technology clients
- Executed national media relations programs
- Press release and byline article writing

### Education History

#### RUTGERS UNIVERSITY

*Studied Journalism 1994-1998*

Honors Program

Writer and reporter for University newspaper