

MIKE CAVALIERE

Communications executive with 15 years of cross-industry experience. Award-winning writer. MBA. Specialist in storytelling, strategy and media relations. Lifelong learner.

PROFESSIONAL EXPERIENCE

Embry-Riddle Aeronautical University — Daytona Beach, Florida	2014 – Present
Executive Director of News & Media Relations (Administration & Planning)	2023 – Present
Director of News & Media Relations (Administration & Planning)	2021 – 2023
News Manager (Administration & Planning)	2018 – 2021
Digital Managing Editor (Digital Strategy)	2016 – 2018
Digital Communications Coordinator (Web Development)	2016 – 2016
Communications Specialist (Communications & Marketing)	2014 – 2016

Oversee external communications/PR for the world's leading aviation and aerospace university. Direct internal comms for populations of 31,300+ students, 3,400+ faculty/staff. **Accomplishments/Responsibilities:**

- Fielded nearly 1,000 media queries 2017-2023, generating earned news placements in global outlets (NY Times, NPR, Washington Post, CNN, etc.)
 - Positioned university as industry authority through focused promotion of strategic initiatives
- Oversaw years-long, interdepartmental comm plan for historic “EagleCam” moon mission (which culminated with a [lunar landing Feb. 22](#)); crafted multichannel messaging, media-trained experts, hosted press events
 - Efforts yielded 2,616+ media mentions/estimated [ad value of \\$7 million](#) (password “ECPress.”).
- Designed/executed successful comm plans with high-profile partners ([Boeing](#), SpaceX, Intuitive Machines, etc.)
- Led various crisis communications campaigns (pandemic, hurricanes, etc.) in concert with the C-suite; efforts for one such crisis were deemed [“exceptional” in regional newspaper](#)
- Write talking points/speeches for senior leaders
- Manage a highly productive team of veteran communicators
- Prioritize relationships to foster a collegial/collaborative work environment within team and across departments
- Created institution's first-ever [faculty experts database](#): 250 experts organized according to specialty
- Established/enforce a university-wide editorial style guide to ensure consistent brand messaging
- Work with subject matter experts to synthesize complex ideas into accessible content for diverse audiences
- Previously — Led web content management (via SharePoint, Sitecore, Ellington, CM1, etc.)
- Managed all university-level social media content (communities of 450,000 followers)
- Led launch of first-ever campus Snapchat account — 31,000 views within 8 hours of launch
- Organically raised Twitter impressions 30%, gained 500 followers in first month as social media manager

Observer Media Group — Palm Coast, Florida	2011 – 2014
Multimedia Director, Palm Coast and Ormond Beach Observer newspapers	2013 – 2014
Associate Editor, Ormond Beach Observer	2012 – 2013
Business Editor / Staff Writer, Palm Coast Observer	2011 – 2012

Published 1,000+ bylines and covered every news beat possible during tenure at Palm Coast, Ormond Beach Observer newspapers (15,000 print circulation, 200,000 unique online visitors). **Accomplishments:**

- Key player in launch of startup sister publication: established news beats, managed web and social content
- Earned four top-3 awards from the Local Media Association and Better Weekly Newspaper Contest, 2011-13
- Opinion column, “Common Nonsense,” syndicated in Observers across Florida

Ocean Publishing — Flagler Beach, Florida

2009-2011

Writer/Editor

Served as editorial webmaster, social media manager, marketing writer, publication consultant. **Accomplishments:**

- Writer/researcher, nonfiction book, *Tracks in the Sand: Sea Turtles and Their Protectors*
 - Winner of the Florida Press Association’s 2010 President’s Book Award
 - Completed all research/writing within two-month deadline
- Editor/copyeditor, nonfiction book, *Explore the Southeast National Marine Sanctuaries with Jean-Michele Cousteau*
 - Winner of the Independent Book Publishers Association's 2011 Ben Franklin Award
- Proofreader, nonfiction book, *Climate of Uncertainty: A Balanced Look at Global Warming ...*, by William Stewart

EDUCATION

Master of Business Administration — Leadership

2019

Embry-Riddle Aeronautical University

Bachelor of Arts — English: Creative Nonfiction

2009

University of Central Florida

ADDITIONAL ACCOMPLISHMENTS & SKILLS

- Book author: [The Humorist](#) (2023) / [Tracks in the Sand: Sea Turtles and Their Protectors](#) (2010)
- Budget-minded: eliminated \$126,000 in student loan debt within 26-month period
- Exceptionally skilled: corporate communications strategy; brand/project management; copyediting; AP style; journalism; comm plans; digital communication; interpersonal relationships/collaboration; more

RECOMMENDATIONS

“Mike is an exceptional and innovative writer, editor and leader. It was my honor and pleasure to supervise and work alongside him on a host of strategic communication projects. I give Mike my strongest possible recommendation for any executive communication position.”

- Ginger Pinholster, former VP for Comms, Embry-Riddle; former Chief Comms Officer, AAAS/Science

“Mike possesses a rare combination of personality traits: discipline and creativity. He is a thinker, and he is a people person. If you get a chance to meet him, you will remember him.”

- Brian McMillan, Owner/Publisher, Palm Coast and Ormond Beach Observer newspapers