

# NAOMI R. PATTON

naomirpatton@gmail.com

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## Experience

**Communications Consultant | Content Strategist | Writer | Editor, May 2018 - Present**  
**Independent Consultant | New York, N.Y.**

Strategic counsel on issues and reputation management; corporate communications; public affairs; media relations, integrated marketing, message development, engagement and advocacy, from thought leadership, campaign planning and execution to content development and brand strategy.

**Group Vice President, November 2017 – March 2018**  
**Ruder Finn | New York, N.Y.**

Managed Ruder Finn's U.S. Corporate Issues and Reputation Management practice in New York, responsible for strategic crisis communications planning, reputation management and execution for consumer, healthcare and technology clients. Lead content and message development, media relations, executive positioning and thought leadership strategies.

**Vice President, June 2014 – June 2017**  
**Weber Shandwick | Birmingham, Mich. - New York, N.Y.**

Provided strategic counsel, content development and media relations for corporate, corporate social responsibility, foundation and non-profit clients (W.K. Kellogg Foundation, Anheuser Busch InBev, U.N. Volunteers, SCA, Exxon, Nespresso) on messaging, engagement and advocacy strategies, from thought leadership, campaign planning and execution to content and brand strategy, issues management and marketing. Lead Weber Shandwick Detroit office's Social Impact practice.

**Sr. Director Public Relations, October 2012 - May 2014**  
**Palace Sports & Entertainment | Auburn Hills, Mich.**

Lead strategic communications planning and execution of internal and external corporate communications and entertainment with senior leadership for PS&E properties: the Detroit Pistons, The Palace of Auburn Hills, DTE Energy Music Theatre and Meadow Brook Music Festival. Prepared and implemented fiscal year departmental budget. Managed media relations and coverage, and provided content and messaging for Marketing, Corporate Partnerships, Premium business and Community Relations platform initiatives.

**Press Secretary, January 2012 - September 2012**  
**Mayor Dave Bing, City of Detroit | Detroit, Mich.**

Developed and managed strategic policy messaging and crisis communications for Mayor Dave Bing and the City of Detroit; leading media relations, crafting short- and long-term communication campaigns, highlighting the Mayor's policy agenda and achievements; speechwriting; coordinating intergovernmental communications for more than two dozen City departments.

**Staff Writer, April 2003 - January 2012**  
**Detroit Free Press | Detroit, Mich.**

Covered City of Detroit government, Detroit Police, courts, local government, business, education and features in western Wayne County and southeast Michigan.

**Editorial Assistant, August 2002 – March 2003**  
**Wisconsin Historical Society Press | Madison, Wis.**

Researched, copyedited and proofread book manuscripts and produced in-house newsletter.

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## Experience

### **Editorial Assistant, January 1999 - January 2000**

#### **Journal of Human Resources | Madison, Wis.**

Maintained peer-review of manuscripts for quarterly, academic journal examining the empirical microeconomics of labor, health and education.

### **Staff Writer, November 1999 - March 2003**

#### **Wisconsin State Journal | Madison, Wis.**

Provided general assignment coverage, including crime, city and county government and features in Madison and Dane County.

### **Communications Coordinator, August 1996 - January 1999**

#### **Household & Institutional Products Information Council/Consumer Specialty Products Association | Washington, D.C.**

Wrote and edited briefs/media responses, and analysis of state and U.S. Environmental Protection Agency/Superfund hazardous waste regulations. Assisted strategic development and implementation of media campaigns with contract public relations firms; produced one-sheets, press releases, collateral materials. Tracked media coverage/placement.

### **Asst. to the Director of Publications, September 1994 - August 1995**

#### **Optical Society of America | Washington, D.C.**

Produced presentations and budget reports for publications department, which published academic journals for the international association for scientists, engineers, educators, technicians and business leaders in optics and photonics. Edited website content. Managed copyright requests and registered copyrights with the Library of Congress.

### **Staff Writer/Managing Editor, October 1992 - August 1993**

#### **Milwaukee Community Journal | Milwaukee, Wis.**

Provided city and state government, education and features coverage for African-American weekly newspaper. Assigned stories and managed production and editorial content for the Weekend edition.

## Awards

**2015** University of Wisconsin-Madison School of Journalism & Mass Communication, Distinguished Service to Journalism Award

**2010** State Bar of Michigan Wade H. McCree Award for the Advancement of Justice

**2009** First Place Michigan Associated Press, Breaking News

**2009** Second Place Michigan Associated Press, Investigative Reporting

**2009** Pulitzer Prize for Local Reporting to the Detroit Free Press Staff

## Education

Attended the University of Wisconsin - Madison; majored in history and journalism.