

David Clifton

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Expert Marketing Communications & Public/Media Relations Professional

Results-oriented, high-energy storyteller with deep experience in creating impactful public relations and communication strategies for clients, corporations, non-profits, and small businesses – Extensive work with telecom, B2B SaaS, cloud, and integrated healthcare technologies – Strong writing and editing skills honed during 8+ years as a reporter – Diverse PR experience, including business, local, state, regional, national, consumer, and industry press – Developed and managed multiple external and internal marketing communications and PR programs

CORE COMPETENCIES

Public Relations / Media Relations / Writing / Editing / Corporate Communications / SaaS/Tech Communication Strategy and Content / Marketing Communications / Crisis Communications / Social Media / Team Management / Press Relations / Industry Analyst Relations / Storytelling / Press Releases / Article Writing / Case Studies / White Papers / SEO Blogs / Web Content

EXPERIENCE / ACHIEVEMENTS

Content Strategy / Writing

- Generated nearly \$885K in content-influenced revenue YTD for SpacelQ
- Reported in all topics over an 8.5+ year career at *The Salt Lake Tribune*, Utah's largest newspaper
- Crafted and distributed hundreds of press releases for clients and companies
- Developed complex case studies on global businesses, healthcare organizations, tech companies, and public sector entities

Media Relations

- Placed Lumen Technologies Chief People Officer in 2024 ReimagineHR report by Gartner
- Secured seven placements for trucking logistics company in *The Wall Street Journal* and *Bloomberg Business* using data and expert commentary
- Secured two in-depth columns in *The Wall Street Journal* for natural supplement ingredient company; also landed placements in *USA Weekend*, *Self*, and other top-tier outlets
- Regularly pitch unique, data-driven story ideas to global press
- Knowledge of media likes and dislikes (I was a reporter)

External / Internal Public Relations

- Developed and maintained 12 SharePoint sites for Lumen Technologies Diversity, Inclusion & Belonging Team and 11 Employee Resource Groups
- Produced a monthly Lumen Women in History series to highlight past, present, and future contributions by female professionals
- Created and launched SpacelQ podcast – *Power of the Workplace* – from the ground up
- Produced and managed events of all sizes, including large-scale client summits and niche promotional programs for small businesses

Industry / Financial / Investor Relations

- Interacted with industry analysts from Forrester, Verdantix, IDC, and Gartner for healthcare and technology companies
- Secured five positive Wall Street analyst reports for healthcare information company
- Work closely with CFO and C-Suite leadership on corporate announcements, M&A, funding

EMPLOYMENT

Content Manager

MedTrainer

Remote

Jan. 2024 – Aug. 2024

Senior Communications Consultant

Lumen Technologies

Remote (Contract)

Oct. 2022 – Dec. 2023

Vice President, PR

Brands2Life

Remote

Oct. 2021 – Sep. 2022

Content Strategy Specialist

Eptura (former SpacelQ)

Salt Lake City, UT

Nov. 2018 – Oct. 2021

Founder and PR Specialist

Move Public Relations

Sandy, UT

Jun. 2013 – July 2019

EDUCATION

Bachelor of Science, Journalism

University of Utah, Salt Lake City, UT

REFERENCES

Mark Molzen, Global Issues Director, Lumen Technologies

602-614-1291

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Brett Prettyman, Corporations and Foundations Development Editor, John A. Moran Eye Center

801-209-5320

Tbprettyman@gmail.com

Michelle Andersen, Broadcast Media Relations Expert, CLPR

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