

# Michael J. Fisher

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I create stories that make people lean in and listen. A story that gives them what they're looking for, speaks to what they care about, and shows them something new. I seek out the purposeful and the personal, the "why" and the "so what?" beneath the surface.

This is my passion and purpose. I've been pursuing it for more than 30 years—in corporate communications, PR, marketing and journalism.

## Experience

### Michael Fisher Communications, Beaverton, Oregon

**Freelance writer and editor: July 2018 to present**

I am working with agencies and clients to develop purposeful, people-first stories that create interest and impact. No subject too big, no detail too small.

### AHA (Alling Henning Associates), Vancouver, Washington

**Managing Editor: April 2017 to June 2018**

**Senior Writer and Editor: November 2011 to April 2017**

As the managing editor for this digital content marketing agency, I lead AHA's efforts to communicate in a clear, crisp and upbeat editorial voice. I also specialize in writing about corporate social responsibility, sustainability, and brand purpose for clients such as Johnson & Johnson, Google, Comcast NBCUniversal, Moody's, and Charles Schwab.

My expertise includes:

- **Providing developmental edits, coaching and support** for a team of six writers and content editors
- **Writing diverse materials** that put people first and that invite them to keep the conversation going
- **Developing story frameworks and editorial strategies** that help our clients talk authentically about their values, purpose, and goals

### Michael Fisher Communications, Beaverton, Oregon

**Owner and Writer-in-Chief: October 2010 to November 2011**

I ran my own freelance writing practice, developing a wide range of corporate PR and marketing communications materials for clients such as Microsoft, HP, Sitka Technology, Puget Sound Coaches Association, and the Bill & Melinda Gates Foundation.

### Katz Communications Group, Vashon, Washington

**Senior Writer: January 2007 to September 2010**

I independently researched, wrote, and managed broad-ranging corporate communications and marketing materials for Microsoft and the Bill & Melinda Gates Foundation. Projects included technical

and business white papers, case studies, annual reports, executive communications and opinion columns.

## Waggener Edstrom Worldwide, Portland, Oregon

*Assistant Writing Manager and Senior Writer: Sept. 2000 – Jan. 2007*

*Account Executive: May 1998 – Sept. 2000*

- **Researched and wrote a broad range of PR and marketing materials** for high-tech and consumer-products clients of this premier strategic communications agency, including: Microsoft, Vignette, MasterCard, AMD, SAP
- **Managed and mentored** fellow Writing Services staff members
- **Developed cost estimates and timelines** for writing assignments across the team
- **Drove new-business development** efforts with external clients as well as internal account teams
- **Wrote news releases and other press materials**
- **Coordinated press coverage opportunities** with industry and manufacturing publications

## Newspaper reporter and editor — at:

- **The Daily Astorian, Astoria, Oregon:** *Aug. 1996 – December 1997*
- **The News-Review, Roseburg, Oregon:** *Sept. 1991 – Aug. 1995*
- **The Chronicle, St. Helens, Oregon:** *Feb. 1990 – Aug. 1991*
- **The Dead Mountain Echo, Oakridge, Oregon:** *Feb. 1989 – Feb. 1990*

## Awards

- **2017 AMCP 2017 MarCom Awards, Gold Award**, 2017 Comcast NBCUniversal Corporate Social Responsibility Report
- **2014 Content Marketing Awards, Bronze Award**, 2012 Comcast NBCUniversal Corporate Social Responsibility Report

### **1998 Oregon Newspaper Publishers Association**

- First Place: Education; Second Place: Education, Lifestyle

### **1997 Pacific Northwest Excellence in Journalism**

- Honorable Mention: Education, Arts

## Education

**B.S., Journalism and Political Science**, University of Oregon