

## Michele Martin

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*Public relations and communications professional who is committed to social justice. Experience in staff management, media relations, public relations, writing, editing, social media, event management, labor relations and organizing.*

### PROFESSIONAL EXPERIENCE

#### Director, UAW Communications and Public Relations Department, Detroit, MI

June 2010 – June 2015

- Developed and executed a strategic communications plan to shape the overall communication and strategy for key issues for the union.
- Organized large conferences and conventions including selection of production vendors, staging, artwork and design, video production, run of show and scripts, messaging and talking points, media outreach, press conferences and interviews.
- Managed all of the union's communications platforms including websites, social media, print publications, video and graphic design. Implemented national website program for local unions to unify and professionalize the union's presence on the web.
- Conceptualized and implemented media strategies that increased the level and quality of coverage of the organization's work and positions.
- Designed traditional and social media campaigns and managed media relations for the union's key events such as National Auto Bargaining and the Volkswagen campaign. Improved the union's presence on social media, increasing Facebook followers from 3,000 to 35,000 and Twitter followers from 1,000 to 14,000.
- Managed staff, clerical and consultants and coordinated communications strategies with departments and regions throughout the national union.
- Drafted the UAW president's speech for the 2012 Democratic National Convention, viewed by more than 19 million people. Wrote talking points, prepared and accompanied UAW president to 2012 Presidential Debate and Spin Room.
- Worked with White House staff to vet and prepare UAW members to introduce the President on multiple occasions.
- Assisted White House Communications staff on several Presidential media events.
- Designed and managed global media strategy, including press events in Geneva, Paris, the Washington Press Club and other locations. Trained workers in message and media interviewing and facilitated numerous interviews, including a press conference at United Nations with the UN Press Corps.

#### Assistant Director, UAW Auto Parts Suppliers Department, Detroit, MI

June 2006 – June 2010

- Negotiated transitory labor agreements with national auto parts suppliers during a period of consolidation and restructuring, including the sale of Ford parts plants to suppliers.
- Negotiated contracts during the bankruptcy process.
- Coordinated bargaining and research to support organizing among suppliers and negotiated organizing neutrality agreements.
- Assisted the Vice President in his communications, including preparing messages and presentations and working with various constituents in the auto parts industry, including employers, investors and media.

#### Assistant Director, UAW International Organizing Department, Detroit, MI

June 2002 – June 2006

- Helped design and implement strategic campaigns in national organizing drives resulting in neutrality agreements that allowed tens of thousands of workers to join the union.
- Trained a team of organizers in Ohio using both neutrality and NLRB campaigns, successfully organizing thousands of Ohio workers.

#### Lead Organizer, UAW International Organizing Department, Detroit, MI

Jan. 1999 – June 2002

- Served as Lead Organizer, responsible for running union organizing campaigns for new members.
- Trained members and full-time employee organizers in areas of campaign strategy and planning, research, campaign assessment, leadership development, list building and management, campaign message creation including literature and campaign materials, labor law, and computer skills.

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### Midwest Coordinator, AFL-CIO Organizing Institute, Ypsilanti, MI

Oct. 1997 – Dec. 1998

- Managed team of campus recruiters in the Midwest.
- Conducted candidate searches and interviews for recruitment staff and assisted with running national staff training. Directed ongoing work and evaluation of regional recruitment staff.
- Lead workshops to teach basic skills of union organizing, including evaluation and exit interviews with participants. Mentored interns and apprentices while working on organizing drives.

### Organizer, UAW Region 1A and UAW International Union, Detroit, MI

Jan. 1994 – Oct. 1997

- Organized workers in both the public and private sectors, industrial and non-industrial workplaces, using both NLRB elections and non-board strategies.
- Built employee lists, maintained databases and wrote and produced campaign literature.
- Coordinated Regional activities for 40 local unions for the Detroit Newspaper strike.
- Established rank-and-file member mobilization team, which involved recruitment, training, and fundraising.

### Documentation Specialist, C&IT, Wayne State University, Detroit, MI

Aug. 1987 – Dec 1993

- Wrote, edited, and proofread technical documents and user manuals for administrative computing systems, and the University policy and procedure manual.
- Managed university-wide distribution of reference manuals. Implemented and maintained online documentation system and maintained reference library.
- Coordinated activities of student and clerical staff.

## EDUCATION

Wayne State University, Detroit, MI  
Bachelor of Arts in Liberal Arts and Sciences, magna cum laude  
Major: Employment and Labor Relations  
GPA: 3.84/4.0

May 2017

## ADDITIONAL SKILLS

Limited conversational proficiency in French.  
Proficient in Microsoft Office – Word, Excel, Publisher, PowerPoint.  
Working knowledge of Adobe Creative Suite.

## VOLUNTEER

### Gleaners Community Food Bank of Southeastern Michigan

Cooking Matters Classes and Mobile Grocery

- Assist with cooking-based nutrition education for low-income individuals and families
- Work at pop-up markets that provide families and individuals who have low access to affordable, healthy foods with a shopping option within their communities