

MICHAEL A. BATEMAN

OBJECTIVE: A senior management role directing all phases of a company's communications and/or marketing involving media, stakeholder, public and community relations.

AREAS OF PROVEN EXPERTISE:

- 1 Marketing Communications
- 2 Large Scale Project Management
- 3 Strategic Planning
- 4 Verbal/Written Communications
- 5 Media Relations Management
- 6 Financial Services Marketing

SELECTED ACHIEVEMENTS:

1. ***The Challenge:*** To manage profitably a public relations firm's largest corporate account, McDonald's Corp. ***The Results:*** Generated \$800K in revenues accounting for half of the firm's annual billings. Created effective national PR programs involving franchisees.
2. ***The Challenge:*** To create positive local and national product publicity for KOOL cigarettes. ***The Results:*** Created the KOOL Achiever Awards covered in twenty metro dailies and national magazines. Won four national awards for public relations programs.
3. ***The Challenge:*** To enhance small business support throughout Kentucky. ***The Results:*** Developed a successful five-year strategic plan producing an unprecedented alliance between two economic development agencies. Increased budget efficiency by 38.1%.
4. ***The Challenge:*** To improve communications with the shareholders of a Fortune 500 financial services company. ***The Results:*** Revised quarterly and annual reports that achieved a 62% approval rating from shareholders. Wrote speeches for top management.
5. ***The Challenge:*** To establish ongoing relations with national news media as corporate spokesperson. ***The Results:*** Maintained daily contact with media representing a \$2.3 billion annual consumer products division. Generated positive coverage in 21 key cities.
6. ***The Challenge:*** To re-position and promote effectively a credit union's home equity line of credit loan program. ***The Results:*** Achieved a 200% sales growth in one quarter (or \$1.48 million in loans disbursed) and a return on promotional investment of 2.56%.

WORK HISTORY:

FORT KNOX FEDERAL CREDIT UNION
Vice President of Marketing

2000-2017

WORK HISTORY:

GREATER LOUISVILLE INC., THE METRO CHAMBER OF COMMERCE Vice President, Small Business Development Affairs	1997-2000
PROVIDIAN CORP. Manager, Public Relations	1990-1996
BURRELL PUBLIC RELATIONS Assistant Vice President	1989-1990
BROWN & WILLIAMSON TOBACCO CORP. Manager, External Communications	1979-1989

EDUCATION:

MBA, Bellarmine University, In Progress (19 of 36 hours completed)
Journalism Graduate Study, Northwestern University

B.A., Political Science, University of Louisville
Consistently made the Dean's List.

MILITARY EXPERIENCE:

U.S. Navy Reserve
Public Affairs Officer
Last Rank: Lieutenant

COMMUNITY ACTIVITIES:

Board of Examiners, Commonwealth of Kentucky Quality Council
National President, National Association of Market Developers
Executive Board Member, Just Solutions Mediation Services of the Council on Peacemaking
Graduate of Leadership Louisville, Class of 1989
Board Member, Hardin County Chamber of Commerce
Chairman, Marketing & Public Relations Council, Hardin County Chamber of Commerce
Diversity Director, Elizabethtown Chapter, Society for Human Resources Management