

**1462 Worthington St.
Lake Oswego, OR 97034
503-697-4434
michael@michaeltvlin.com**

Michael Tevlin

I help progressive executives build relationships and reputations.

STRENGTHS

- Solid writing skills and senior-level experience in many media and environments, including print, web and multimedia for energy, environmental, healthcare, high-technology, and financial markets in corporate, agency, and non-profit settings
- Strong conceptual thinker and creative problem solver
- Outstanding ability to understand client strategic marketing direction and use that to build a creative approach
- Excellent research skills, including journalistic interviewing talent
- Knack for synthesizing large amounts of information into concise, compelling copy
- Demonstrated team player abilities

EMPLOYMENT

1996-now Writer and Communication Strategist, Tevlin Strategic Communication
I'm in the business of moving people to think, feel and act. I work with organizations that are passionate about making the world a more livable, vibrant and rewarding place, helping them build relationships and reputations with their most important constituents. My writing, editing and ideas in print and interactive media have been used by clients in energy, urban planning and development, healthcare, service industries, high-technology, finance and banking, non-profits, public agencies, magazines and newspapers.

1986-1996 Creative Specialist, Portland General Electric Co.
Created, wrote, edited and produced newsletters, brochures, annual reports, news releases, articles, print advertisements, speeches and video scripts for a variety of internal and external audiences. Coordinated advertising campaigns, including direct marketing, print and radio. Developed strategic communication plans. Handled media relations and interviews. Managed production of trade-show exhibits. Provided communication consulting and advice in a team-oriented, cross-functional culture.

1983-1986 Public Relations Manager, GranTree Corp.
Planned, wrote, edited and managed production of customer and employee magazines, news releases and collateral. Coordinated special events, promotions and media relations.

1981-1983 Reporter, Times Publications, Beaverton, Oregon
Reporter, Lake Oswego Review, Lake Oswego, Oregon

EDUCATION

1980-1981 M.A., Journalism, Allen School of Journalism, University of Oregon, Eugene, Ore.

1971-1975 B.A., General Studies, State University College at Oneonta, N.Y.