

MICHELLE MACBAIN

CA·NŌPUS COMMUNICATIONS

Engaging leader and consultant to diverse businesses, organizations, and academia. Thrives in challenging, innovative, creative environments, where risk is rewarded, not avoided.

Nationally recognized speaker, facilitator, coach, and instructor. Proven leader in growing rewarding partnerships; strategically strengthening an organization's brand and culture; and delivering results.

michelle@canopuscommunications.com 913.205.5835 www.canopuscommunications.com

EXPERIENCE

OWNER

Canopus Communications

2016-Present

Outstanding professional communications and public relations services to diverse clientele, including corporate executives, non-profit professionals, small business owners, community leaders, and professional educators and speakers.

- Strategically positions clients in media as thought leaders, building brand awareness and strengthening professional positions.
- Consults on new business strategies, brand awareness programs, community engagement, and client retention and recruitment.
- Graphic design, writing, editing, video production, and photography.

DIRECTOR OF COMMUNICATIONS AND PUBLIC RELATIONS

The Kansas Society of CPAs

2008-2016

Proven passion for innovation, collaboration, inquiry, and analysis.

Ability to conceptualize, develop, lead, and execute confidently, without daily oversight, the strategic goals of the organization.

Unparalleled ability to build productive relationships and lead development of a variety of strategies through interactions with diverse internal and external partners, including senior leadership, executives, and legislators across a variety of functions and geographies.

Excellence in the life cycle of written communications, including research, drafting, editing and publication.

PREVIOUSLY

INSTRUCTOR, The University of Missouri, Kansas City

INSTRUCTOR, Tabor College

INSTRUCTOR, Haskell University

INSTRUCTOR, The University of Kansas

EDUCATION

MASTER OF ARTS, COMMUNICATION STUDIES

The University of Kansas

Interpersonal communications with advanced training in quantitative and qualitative methodologies.

GRADUATE CERTIFICATE, SOCIAL SCIENCE RESEARCH

The University of Amsterdam

BACHELOR OF ARTS, PSYCHOLOGY

The University of Kansas

RESEARCH FELLOWSHIP, LEGAL PSYCHOLOGY

The University of Nebraska

CORE COMPETENCIES

- Public Relations
- Public Speaking
- Brand Management
- Graphic and Website Design
- Event and Meeting Planning
- Strategic Planning
- Executive Leadership Management
- Project Management and Budgeting
- Writing, and Editing

PROFICIENCIES

- Adobe Design Suite
- Microsoft Applications
- Macintosh Operating System
- Macintosh Applications
- Association Management Software
- Website Management and Design
- Virtual Meetings

CERTIFICATIONS

InDesign - Advanced
Illustrator - Advanced

PORTFOLIO

michellemacbain.myportfolio.com

REFERENCES AVAILABLE UPON REQUEST