

# Keely Baribeau

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[Portfolio of Achievements](#) / [Writing Samples](#) / [References](#): Strategic Communications, Media Management, Education, Tourism, Television Production

## Port Huron Area School District

2014 – present

**Director of Community Relations/Marketing;** Port Huron, MI

[PHASD](#) is the 30th largest district in the state of Michigan (2024). This position was created in 2014. I was recruited by members of the school board and hired by the superintendent and executive leadership team to implement a strategic communications system for the district.

- 2019 Michigan School Public Relations Association/MSPRA “Gerri Allen Outstanding School Communicator” statewide award
- Produced special events including an annual “[State of the District](#)” address, communications lead on [voting campaign](#) for successful \$105.9 million bond millage increase, then subsequently 15 [school ribbon cuttings](#) in three years, plus endowment fundraisers. Developed plans and secured \$200K+ committed funds from the private sector (additional partners followed) in 2018 for [school/business programming partnerships](#).
- Rebranded district and developed plans, media and methods to engage staff, students, parents and the community; including external/internal messaging for Superintendent/CEO, annual staff awards and recognition program with community sponsors.
- Led media relations including crisis management. Determined marketing needs, plans and directed media development.

## COMMUNITY SERVICE:

- McLaren Port Huron Board of Directors, 2021 - present
- McLaren Port Huron Foundation Board, 2018 - 2020
- Port Huron Housing Commission, 2018 - present; current Vice Chairperson
- McLaren Port Huron Community Advisory Board, 2016 – 2020
- Port Huron Rotary, 2016 – present
  - President, 2019 – 2020
  - Board of Directors, Foundation Board
- Michigan School Public Relations Association, 2015 – present
  - Board of Directors
  - Former committee chair Awards & Recognition
  - Co-coordinated the organizations 2022 annual conference hosted in Port Huron at the BW Area Convention Center; including off site entertainment options
- St. Clair County Economic Development Alliance
  - Education Steering Committee, 2014 – 2020
  - Blue Meets Green, 2017 – 2019
- Blue Water Area Chamber of Commerce, 2014 – present
  - Chairperson, 2020 – 2022
  - Board of Directors and Governance Committee 2014 to 2022, Eddy Awards Committee Chair 2018 and ‘19
- Community Foundation of St. Clair County
  - PHSchools Endowment Fund, 2014 – present
  - Youth Advisory Council, 2012 – 2017
- Lunch Buddy student mentor at Woodrow Wilson Elementary, 2014 – present
- Blue Water Young Professionals, 2011 – presently a member-at-large
- YMCA of the Blue Water Area – Experience Committee, 2011 – 2014
- Blue Water Film Festival, 2010 – 2014

## St. Clair County Technical Education Center ([TEC](#))

2009 – 2014

### **Digital Media Technology Instructor;** Marysville, MI

Taught high school students professional skills in digital media production: television, radio, photography, nonlinear editing, animation and graphic design. Assignments emphasized software proficiency, creative technique, teamwork and developing/coaching communication skills.

- Rated “Highly Effective” in 2013 and 2014 by the Michigan teacher evaluation.
- Coached four [SkillsUSA](#) state of Michigan Champions and a National Silver Medalist.
- Finalist, 2012 Media Educator of the Year ([SpecsHoward](#) School of Media Arts)
- [Michigan Education Association](#) building representative 2013 and 2014

## [Cheryl Andrews Marketing](#) Public Relations Agency

2007 – 2009

### **Senior Account Executive;** Miami, FL

CLIENTS: Several Hyatt Regency, plus Marriott and independent resort and conference properties throughout south Florida and the Caribbean

- Top bimonthly media value reported was \$1,693,559 (Key West Marriott Beachside Hotel in Key West, FL editorial coverage for June and July 2008).
- Hosted and coordinated media missions in key markets and onsite writer press trips.

## [Novom Marketing](#) Public Relations Agency

2005 – 2006

### **Account Executive;** Los Angeles, CA

CLIENTS: Hawaii’s Big Island Visitors Bureau, Destination Hotels & Resorts corporation based in Englewood, CO, Pueblo Bonito Oceanfront Resorts and Spas throughout Mexico and individual properties on Maui

- Managed and pitched media coverage for clients.
- Wrote account garnering Requests for Proposal.
- Organized/executed media missions and client/media events in primary regional markets.

## [E! Entertainment Television](#)

2003 – 2005

Supervising Producer/Writer for “Life is Great with Brooke Burke,” pilot development and Series Producer/Writer for “It’s Good To Be...”

- Supervised and managed a production staff of 21 people, plus crews in international locations.
- Advised and directed series development, program content and style.
- Produced show content with celebrity talent in international locations featuring world-renowned brands (Jimmy Choo, Asprey, NHRA, Palms Casino Resort in Las Vegas).

## [Style. Network](#)

1998 – 2003

- Supervising Post-Producer/Writer for New York Fashion Week biannual coverage.
- Producer/Writer of various series including “Stylemaker” (pilot development) and “Model.”

## **EDUCATION:**

University of Southern California [Annenberg School for Communication & Journalism](#)

Master of Arts in Strategic Public Relations

2002 – 2005

University of Michigan

Bachelor of Arts in [Screen Arts & Cultures](#) (film/video/television studies)

1993 – 1997

1995 Bloomsbury Centre (London, England) – British culture, arts and media study

1994 L’Universite de Saint Malo (Saint Malo, France) – French language study

Chi Omega sorority member