

## Mike Branom

285 W. California Blvd. #11 • Pasadena, CA 91105 • (480) 734-5777 • [mike.branom@gmail.com](mailto:mike.branom@gmail.com) • [mikebranom.com](http://mikebranom.com)

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### CERTIFIED TECHNICAL WRITER

**Savvy writer who interprets, translates, and communicates technical content.** Extensive experience in interviewing SMEs; writing, revising, copyediting, and proofing for academic white papers and peer review; federal grant proposals for scientific research; drafting B2B or B2C marketing materials and website content, audio/video scripts; and crafting multimedia, social media posts, etc. Portfolio includes speechwriting and executive communications, news releases, and government affairs communications and policy proposals. Agile communicator who plans and implements persuasive strategies across multiple channels. Dedicated, collegial employee with proven success managing multiple projects under deadline and in fast-paced environments.

### AREAS OF EXPERTISE

Technical Writing/Editing  
Project Management  
Communications Planning

Research & Analysis  
AP & Chicago Stylebooks  
Organization & Prioritization

Strategic Preparation  
Multimedia Content Creation  
CMS

### CERTIFICATION

**CERTIFIED PROFESSIONAL TECHNICAL WRITER**  
**Society For Technical Communication; July 2024**

### PROFESSIONAL EXPERIENCE

**EM & M COMMUNICATIONS, Pasadena, CA**  
Owner/Principal

**2015 – Present**

- Contract communications work in the field of technical writing (e.g., manuals, policies/procedures, white papers, annual reports, presentations) for clients including the University of Southern California, two Los Angeles-area municipalities, and civil engineers. Also created content for *The Washington Post*, *The Daily Beast*, a Washington, D.C.-based public policy advocacy firm, *Weatherwise* magazine, and tech companies.

**AGATE BIOSCIENCES, Pasadena, CA**  
Director, Communications and Government Relations

**2018 – 2019**

- Directed communications and government outreach for a consultancy founded by former NASA Jet Propulsion Laboratory scientists. For clients, assisted in the writing of license applications and responses. Also wrote press releases, talking points, marketing materials, news columns, and social-media posts while guiding Agate's leadership through media opportunities.

#### *Key Accomplishments*

- Wrote and distributed a press release resulting in a *Pasadena Star-News* story that was carried across Southern California, prompting businesses in need of a consultant to reach out to Agate Biosciences.
- Successfully pitched news columns for statewide trade blog and *WEHOville*.
- Anchored Agate's social-media coverage.

**CITY OF TEMPE, Tempe, AZ**  
Council Communications Director

**2012 – 2015**

- Developed and managed effective government communications campaigns utilizing both traditional and social media.
- Managed councilmembers' strategic external communication policies with constituents to engage and address residents' needs and retain their support. Crafted messaging and planned content to achieve key priorities.
- Created and distributed press releases, monthly newsletter content, and articles for local newspapers. Worked with news outlets to ensure prominent placement for City of Tempe stories that highlighted councilmembers' achievements.

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### *Key Accomplishments*

- Conceptualized and implemented a process for Councilmembers to pursue policy objectives after gaining colleagues' approval.
- Executed the first citizen outreach event hosted by a non-mayoral member of the Council.
- Developed a policy solution loosening regulations for businesses hosting events on downtown streets.

### **CITY OF TEMPE, Tempe, AZ**

**2009 – 2012**

#### Mayoral Communications Director

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- Created and managed effective communications strategies. Developed written and verbal communications, including press releases, speeches, and statements.
- Directed crisis communications during the economic slowdown and the loss of a city recreational facility.
- Wrote and coached the delivery of three annual State of the City Addresses to residents and community leaders.

### *Key Accomplishments*

- Wrote a segment of 2011 State of the City Address in which the Mayor presented a successful argument for changing the route of a proposed streetcar project.
- Assisted with crisis communications after Tempe Town Lake's dam burst, briefly making unavailable one of the state's most popular tourist attractions.
- Organized city-hosted events headlined by retired Supreme Court Justice Sandra Day O'Connor.

### **ADDITIONAL EXPERIENCE**

10+ years as an award-winning daily news reporter, editor, and on-call true crime expert for documentaries and interviews at the following outlets:

**EAST VALLEY TRIBUNE, Mesa, AZ**

**ASSOCIATED PRESS, Des Moines, IA and Orlando, FL**

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### EDUCATION

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**ARIZONA STATE UNIVERSITY, Tempe, AZ**

B.A., English