

LISA SCHELL

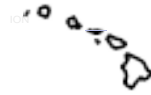
COMMUNICATIONS PROFESSIONAL

ABOUT ME

Versatile communications professional with over 30 years experience in journalism, public affairs and public relations, with an emphasis on digital strategy, communications planning, user experience and branding. I'm an outdoor instructor too!

LOCATION

Waikapu, Hawaii



INFORMATION

+9+919 609 96491

lischell@gmail.com

WORK HISTORY

Currently

Managing Editor, Paddlemonster.com

Plans, produces and coordinates content for this award-winning paddle sports webpage
Writes how to's, gear reviews, paddle travelogues, and a first-person column
Since 2015

Reporting

1979-2023

Contributor, New York Times, Maui No Ka Oi Magazine
General Assignment reporter, Assignment Editor, News Director for five news-talk radio stations in Southern California and North Carolina
Afternoon Drive Time anchor and radio news magazine producer and host
Stringer for AP, UPI and National Public Radio

Government Communications/Public Relations

1993-2015

Director of Communications for US Representative David Price.
Public Information Officer, NC Division of Forest Resources
Public Relations and Marketing Manager, NC Aquariums
Director of Communications, NC Clean Water Management Trust Fund
Social Media and Web Coordinator, NCDOT

Communications Consulting

2015-Present

NC Department of Environment and Natural Resources
NC Department of Transportation
NC Department of Information Technology
East Coast Sailboats
Three Oaks Engineering, Durham, NC
Emtiro Health, Winston-Salem, NC
JHR Strategies, Cary, NC
Digital Strategy Director, Greer Beaty Communications, Raleigh, NC

Outdoor Instructor

Recreational Equipment Inc (REI)

ACA Certified SUP Instructor
Kayaking
Mountain Biking
Map and Compass
Gear Consultant

FAST FACTS

1st

Social Media Coordinator in N.C. state government

15

Industry awards won, including a Golden Microphone from the Radio and Television News Directors Association of Southern California

15

Age began working as a reporter

SKILLS

Writing	★★★★
Social Media and PR planning	★★★★
Media Relations	★★★★
Branding	★★★
User Experience	★★★★
Interviewing	★★★★
Media Production	★★★★

PERSONAL



KEYWORDS

Driven Innovative Reporter
Strategist Planner Creative
Process-oriented Environment
Paddler

INTERESTS



WHAT OTHERS SAY

Effective / Leader / Capable
BILL HOLMAN, THE CONSERVATION FUND

Thorough / Precise / Honest
BRIAN BOWMAN, CAMPBELL UNIVERSITY, FORMER JOURNALIST

Innovative / Skilled / Creative
GREER BEATY, GREER BEATY COMMUNICATIONS

MILESTONES

1993 - 2023	Government PR and Consulting
1978 - 1992	Journalist in CA and NC
1985	Won Golden Mic Award, RTNDA of Southern California
1985	Graduated from California State University, Northridge
1963	Born in Kailua, HI