

WALTER MURPHY

SENIOR COMMUNICATIONS STRATEGIST

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PROFESSIONAL SUMMARY

Emmy-nominated communications strategist and multimedia storyteller with eight years of experience producing high-impact content in major media markets, including Metro Detroit. Skilled at translating complex public-sector initiatives, transportation and infrastructure developments, and community priorities into clear, compelling communications across broadcast, digital, social, and brand platforms. Combines rigorous AP Style standards, fast-turn editorial planning, crisis communications expertise, multimedia production, and audience analytics to build public trust, elevate organizational visibility, and advance regional transit throughout Southeast Michigan.

CORE COMPETENCIES

Strategic Communications	Communications Planning • Message Development • Public Affairs • Executive Thought Leadership
Editorial & Digital Content	AP Style Writing & Editing • Newsletter & Op-Ed Development • CMS Workflows • Digital Storytelling
Social Media & Growth	Social Strategy • Meta Business Suite • Hootsuite • Audience Analytics • Content Planning
Stakeholder Relations	Government & Community Relations • Media Relations • Public Engagement • Executive Positioning
Crisis & Multimedia	Rapid Response • Issues Management • Video Production • Adobe Premiere Pro • Canva

KEY CAREER HIGHLIGHTS

- **Two-time Emmy Award nominee** recognized for high-impact reporting, crisis coverage, and editorial execution.
- Content distributed nationally by **CBS News, NBC News, and CNN**, and featured by *The New York Times*.
- Helped elevate digital audience performance from **No. 3 to No. 1** in the Memphis market through SEO and social strategy.
- Built trusted relationships with policymakers, public agencies, and community stakeholders across Metro Detroit.

PROFESSIONAL EXPERIENCE

Media Consultant — <i>WM Communications</i>	Remote / Detroit, MI Jan 2026 – Present
• Develop strategic communications plans, messaging frameworks, executive communications, and public-facing narratives. • Create media kits, talking points, op-eds, statements, and digital content that ensure clear and consistent message delivery. • Advise clients and spokespeople on interview preparation, public positioning, and high-visibility strategic communications. • Identify earned-media opportunities and refine multi-channel messaging to strengthen brand visibility and community engagement.	
Reporter — <i>WPLG Local 10</i>	Miami, FL Jul 2025 – Dec 2025
• Produced high-impact public affairs, political, and community content for broadcast, digital, and social platforms in a top media market. • Translated complex government actions, public policy, and rapidly developing information into clear public communications. • Cultivated strong relationships with elected officials, public agency representatives, subject-matter experts, and stakeholders. • Managed concurrent assignments under tight deadlines while maintaining accuracy, editorial quality, and consistent messaging.	
Multi-Skilled Reporter — <i>CBS News Detroit (WWJ-TV)</i>	Detroit, MI Jun 2024 – Jun 2025
• Led multiplatform content development on transportation, infrastructure, government, and economic issues in Southeast Michigan. • Translated complex policy decisions, technical transit information, and emergency developments into actionable public communications. • Produced locally focused election and infrastructure content selected for national distribution across CBS News platforms. • Built trusted relationships with elected officials, public transit partners, business leaders, and community organizations.	
Reporter — <i>WMC Action News 5 & FOX13</i>	Memphis, TN Nov 2018 – May 2024
• Elevated digital performance from No. 3 to No. 1 via SEO-informed publishing, social strategy, and analytics. • Pitched, researched, wrote, and produced high-volume content across web, streaming, and social platforms in AP Style. • Managed crisis-driven public communications during breaking news requiring immediate response, sound judgment, and clarity.	

EDUCATION

Bachelor of Arts in Writing and Communication (Journalism Emphasis)	<i>Abraham Baldwin Agricultural College</i>
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