

# MARION MACKENZIE PYLE

2640 Kennington Drive • Glendale, California 91206  
(213) 703-9957 • [marion@connectup.us](mailto:marion@connectup.us) • [mackenziepyle.com](http://mackenziepyle.com) • [legacymedialab.com](http://legacymedialab.com)

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## MEDIA PRODUCTION/ MARKETING / STRATEGIC COMMUNICATIONS

Award-winning writer, producer and director of cable, commercial, promotional, and educational programs for television, digital media, and theatre in the U.S., Australia and Latin America. Creative performance background with noted work in episodic television, commercials, theatre, film, and voiceovers. Accomplished executive combining broad-based expertise in public relations, public affairs, social marketing, brand communications, and media production. Proven experience in the design of multi-media branding campaigns designed to elevate the presence and visibility of non corporate, non profit and public sector organizations for diverse audiences. Advanced communicator with demonstrated ability to craft high-impact oral and written messages for public, print and online strategies, including the web and social media. Seasoned project manager; expert at conceiving, planning and executing all aspects of major projects and initiatives from initial concept and development through to implementation and measurement. Recognized throughout career for innovation and leadership, earning multiple industry awards. Bilingual English/Spanish. Travel and work in US., Australia, Latin America, and Asia.

### ***Additional areas of expertise include:***

Media Relations • Media Training • Strategic Planning • Group Facilitation  
Scriptwriting and Copywriting • Television Hosting • Graphic and Web Design

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## KEY PROFESSIONAL ACHIEVEMENTS

- Wrote and produced CLIO-award-winning commercials and video productions for national and international clients.
- Wrote, produced and hosted award-winning cable television series about green living and environmental sustainability issues in California (6 Telly Awards, PRISM, PCLA, plus dozens of others).
- Wrote, produced and directed episodic video training series for non profit and public sector clients.
- Designed and directed multi-media, cross-cultural public relations, public education and social marketing campaigns using a strategic combination of traditional and new media, press events, and fundraising galas.
- Designed comprehensive media training manuals and seminars; led spokesperson training for C-suite executives.

## PROFESSIONAL WORK EXPERIENCE

### **LEGACY MEDIA LAB, Glendale, California • 2011 – current**

#### **Co-founder and President**

Conceptualize, write and produce multi-episode video training series for regional and national non profit clients. Design and implement video marketing and branding initiatives for public sector stakeholders. Design of brand communications and public relations initiatives combining traditional and social media, web design and video production. Build partnerships with key influencers and produce celebrity-studded fundraising galas. Produce and host media events and forums. Conduct media and spokesperson training seminars for C-suite executives. Clients include California State Library, City of Beverly Hills, Los Angeles Public Library, LA County Libraries, San Diego County Water Authority, Orange County Municipal Water District, Institute of Myeloma and Bone Cancer Research, LA Department of Public Works,.

### **THE ROGERS GROUP, Los Angeles, California • 2008 – 2011**

#### **Vice President and Director of Multicultural Strategies**

Leveraged expertise in cross-cultural (Anglo, Latino, Asian), multi-media, regional and national campaigns to raise awareness, drive sales and/or generate measurable behavior change for entertainment, non-profit and government clients. Incorporated traditional and social media in design of public relations and social marketing campaigns to elevate brand awareness. Ensured message consistency by forging relationships with key, influential general market and ethnic media stakeholders. Provided leadership and mentoring to team of direct reports and freelance professionals while managing multi-million dollar budgets and contracts. Developed new business opportunities and supported agency business goals.

**Selected Achievements:**

- Formed part of the leading PR team that developed the marketing plan and integrated communications strategy for a multi-year public education campaign to promote energy efficiency among Californians and reduce energy use in the state.
- Designed high-impact, 5-city, traditional and social media product launch for Warner Brothers Interactive Entertainment.
- Penetrated new markets, cultivating \$1.6 million in new business opportunities.
- Advised clients on public relations strategies, enhancing clients' reputation through implementation of crisis communications strategies in addition to facilitation of frequent spokesperson training initiatives.
- Managed, mentored and provided leadership development to staff of direct reports.
- Diverse client base included Warner Brothers Interactive Entertainment, First 5 CA, California Department of Health Services, LA Auto Show, LA County Fair, among others.

**METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA • 1998 – 2008**

**Program Manager, External Affairs**

Conceptualized, wrote, produced, and co-hosted a cable television series championing green living in California. Designed and implemented public information campaigns and community outreach incorporating the Web; broadcast and cable television; general market and ethnic media; radio; print publications; and outdoor advertising. Directed bilingual media relations initiatives and provided media training to board directors and senior executives. Implemented reputation management during crisis events and routine interviews. Served as the agency's bilingual spokesperson. Created broad spectrum of bilingual communication materials such as press kits, speeches, message points, brochures, press releases, fact sheets, feature articles, Power Point presentations, and Web videos.

**Selected Achievements:**

- Leveraged relationships with cable television networks and general market and ethnic media contacts in creating over \$13 million in positive earned media.
- Honored with over a dozen television, PR and public affairs awards for creating first video news magazine about water sustainability and green living in California; marketed series to Bay Area PBS stations in addition to 135 statewide cable outlets.
- Championed crisis management initiatives by providing key crisis communications counsel to executive staff.
- Designed and taught media training manual and seminars to improve organization's overall media relations expertise.

**EDUCATION**

**Master of Arts – Media & Communication Management**

*University of Southern California*

**Bachelor of Arts – Mass Media & Communication**

*Anahuac University – Mexico City*

**PROFESSIONAL RECOGNITION & ACCOMPLISHMENTS**

- **2016—Present, West Coast Regional Director of Christian Women in Media (cwima.org)**
- **2014, Author, blogger, speaker, seminar leader of “Healed, Healthy and Whole Wellness Strategies”** generating national book awards and dozens of national television, radio and digital interviews
- **2009, 04, 03 PRISM, and Award of Excellence** Public Relations Society of America, Los Angeles
- **2006, 05, 04 Telly Awards** (6 awards)
- **2003 Star Award** National Association of Telecommunications Officers & Advisors (SCAN NATOA)
- **2002 Communicator Awards** (5 awards)
- **2001 Silver, Public Communicators of Los Angeles (PCLA)**

**VOLUNTEER**

**Board Director for Hope for People International; Public Relations and Marketing initiatives for The Los Angeles Regional Foodbank; Taking the Reins; Westside Thanksgiving Homeless Dinner.**