MARGARET STANDING

FRACTIONAL COMMUNICATIONS EXECUTIVE



COMMUNICATIONS & PR CAPABILITIES

I help organizations communicate with clarity, credibility, and impact. With 25 years in corporate communications, media relations, and content strategy, I partner with leaders to shape their public narrative, engage key audiences, and manage reputation. Whether through ongoing support or project-based work, I turn strategy into clear, compelling messages that resonate with key stakeholders, from media and investors to employees and customers.

How I Support Comms Teams

Strategic Messaging

- Clear, consistent messaging aligned with brand and objectives for a variety of internal and external initiatives
- Audience analysis and targeted communications strategies

Media Relations & Outreach

- Proactive pitching to journalists, bloggers, content creators and industry outlets
- Press release drafting and distribution
- Managing press inquiries and interviews

Crisis & Issues Communications:

- Crisis planning and scenario modeling
- Rapid response messaging and media support
- Executive and spokesperson coaching
- Stakeholder communications in sensitive events

Investor Relations

- Messaging support for investor updates, reports, and calls
- Strategic alignment with broader communication efforts and objectives

Event Scripting & Meeting Production

- Executive presentations, speechwriting, and scripting
- Event coordination, meeting planning, and production guidance
- Supporting virtual, hybrid, or in-person experiences for Town Halls, All Hands or annual meetings

Engagement Options

Fractional Communications Support
Ongoing weekly or monthly partnership for internal or external communications needs.

Project-Based Support
Ideal for launches, events, initiatives, peak cycles, or storytelling assets.

Interim or Gap Coverage
Step-in support when teams are understaffed, hiring, or restructuring.

Advisory & Consultation Sessions
An hour or two of expert guidance to gut-check plans, refine messaging, or talk through specific communications challenges.

What You Can Expect

- A strategic partner who understands the unique pressures of the Comms team
- C-suite-ready writing
- Fast, dependable support, especially during high-impact moments
- A collaborative extension of your team, not just a vendor

Let's Strengthen Your Communications!
If you need strategic messaging, PR support, or communications that elevate your brand and reputation, I'd love to help.

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