

MIKE VIESCA

CONTACT

Austin, TX 78717
512-750-6998
mikeviesca@gmail.com

WEBSITES, PORTFOLIOS, PROFILES

- <https://www.linkedin.com/in/mikeviesca/>
- <https://www.ViescaCorporateServices.com>

SKILLS

- Spokesman
- Lobbyist
- Bilingual (English and Spanish)
- Media Relations and Pitching
- Strategic Social Media
- Agency Experience
- Effective Communicator and Public Speaker
- Executive Communications
- Brand Management
- B2B B2C B2G
- Global/Fortune 500 Companies
- Political Campaigns

HONORS-AWARDS

- BCW Global: Employee of the Year

LANGUAGES

ENGLISH: Native/Bilingual

SPANISH: Advanced

SUMMARY

Executive with more than 20 years of experience working with local, national, and international press. Spokesman for government agencies, elected officials, CEOs, and other executives. External affairs and public policy experience as a registered lobbyist. Strategic communicator who uses traditional and digital methods to successfully accomplish results.

HIGHLIGHTS

- Media Relations
- Public Affairs and Public Policy
- Government Affairs
- Direct Lobbying
- Marketing
- Agency Experience
- GTM Strategies
- Industries: Government, Utilities, Infrastructure, Logistics, Airlines, Consumer Packaged Goods, Healthcare, Transportation, Finance, Technology, AI, Real Estate, Nonprofits

WORK HISTORY

November 2021 - Present

Owner/Principal, Viesca Corporate Services, LLC, Austin, TX

- Full-service communications and public affairs consultancy practice
- Public policy and advocacy campaigns
- Crisis and reputation management
- Digital communications strategy
- State of Texas HUB certified vendor

February 2024 - October 2024

VP of Marketing and Communications, Austin Habitat for Humanity, Austin, TX

- Responsible for developing and executing a strategic marketing and communication initiative to drive engagement, outreach and fundraising, build awareness, market affordable homes, boost sales in the ReStores and support the overall Austin Habitat mission
- Managed and mentored a high-performing marketing and communications team
- Developed and implement a comprehensive marketing and communications strategy

June 2022 to August 2023

Head of Corporate Communications - North America, *Ferrovial Holding Corp*, Austin, TX

- Media contact and spokesman for North America
- Developed communication strategies on behalf of Ferrovial's U.S. operating companies
- Corrdinated with Ferrovial's global headquarters to ensure consistency of messaging across all operating companies
- Oversaw U.S. internal and external communications activities and vendor relationships

November 2021 to October 2022

Communications Consultant, *Utilicast*, Austin, TX

- Provided communications expertise to utilities across the U.S., including proper strategic use of traditional and social media channels
- Performed after-action reviews and comprehensive evaluations of communications tools and processes
- Developed strategic initiatives for process design and improvements involving utility systems

April 2018 to October 2021

Executive Vice President of Public Affairs, *Pedernales Electric Cooperative (PEC)*, Johnson City, TX

- Served as a member of the cooperative's Executive Team; collaborated with executive leadership to establish strategic direction
- Spokesman for Pedernales Electric Co-op and its Board of Directors
- Successfully implemented strategies for communications, community relations, legislative affairs, and government affairs
- Monitored legislation and legislative hearings; interpreted information and identified key legislative and state policy issues and developed recommendations for action
- Ensured the cooperative's interests were represented and protected in legislative and regulatory proceedings
- Developed and implemented outreach and community engagement activities with an emphasis on local elected leaders
- Provided high-level advice to the CEO and Executive Team and implement agreed upon management decisions
- Implemented and enforced communication standards across the organization to ensure proper message and tone while adhering to timelines, processes, and approvals
- Implemented and enforced brand stand
- Provided employee guidance in handling difficult or complex problems and in resolving escalated complaints or disputes
- Developed and managed budgets

May 2008 to April 2018

Austin Market Leader/Vice President, BCW Global, Austin, TX

- Oversaw business development for the Austin market, including corporate, government, and nonprofit clients
- Provided on site support to the C-Suite at a Fortune 100 company. This included advising the client on strategic communications plans in response to legal and regulatory challenges. Worked closely with executives and legal staff to create and execute change management messaging campaigns for internal and external audiences.
- Developed statewide public awareness and education programs for government clients using traditional and social media
- Advised global and Fortune 500 clients on matters involving labor issues and contract talks with employees

OTHER EXPERIENCE

State of Texas, Capitol Complex - Austin, TX

Texas Department of Criminal Justice (TDCJ) - Media Relations Director

- Spokesman for the Texas Department of Criminal Justice, Texas Board of Criminal Justice, and Texas Board of Pardons and Paroles
- Specialized in crisis management, high-profile, and sensitive issues.
- Prepared legislative briefings and presentations for the Executive Director and Board Leaders
- Developed internal communications programs for a statewide workforce of 40,000

Texas Attorney General's Office (OAG) - Deputy Press Secretary

- Agency Spokesman for Texas Attorneys General John Cornyn and Greg Abbott
- Responded to press inquiries from media outlets worldwide and pitched stories
- Prepared news releases, media advisories, and Op-Eds

Texas Department of Transportation (TxDOT) - Communications Manager

- Created and executed statewide public information campaigns
- Developed, coordinated, and disseminated information to the public, other agencies, legislators, the media, and industry partners

News Reporter and Producer: KAMC-TV and KLBK-TV (Lubbock, TX), KMID-TV (Midland, TX), KVUE-TV (Austin, TX)

EDUCATION

Bachelor of Arts, Broadcast Journalism

Texas Tech University, Lubbock, TX