

Matt Lupoli

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Proven, a hands-on and creative communications professional with a strong track record in global media relations who thrives in a fast-paced environment and leverages an Emmy Award-winning journalism background to deliver solutions and drive business goals.

Core Competencies

- **Global Media Relations:** National spokesperson for a leading cruise line, achieving significant media coverage in top outlets.
- **PR Team Leadership:** Directed high-performance teams and agency collaborations, maximizing share of voice across 14 U.S. regions and supporting international efforts. Experienced working with integrated teams in various environments.
- **Issues Management:** Expert in navigating sensitive issues and media crises, preserving brand integrity during challenging times, including hurricanes and the COVID-19 pandemic.
- **Strategic Communication:** Developed executive briefing materials, crafted compelling narratives, and prepared leaders for public engagements. Strong verbal and written communication skills as well as ability to convey complex narratives.
- **Award-Winning Journalism Background:** Recognized with two Emmy Awards for special project storytelling and multiple nominations for exceptional reporting, showcasing a strong foundation in engaging and impactful communication.

Professional Experience

Senior Manager of Public Relations, Carnival Cruise Line

Miami Florida - January 2022 to Present

- **Media Relations:** Serve as the national spokesperson, leading press relations for the world's most popular cruise line. Direct a high-performing PR team and manage agency partnerships to secure positive national media coverage, including CBS News and USA Today. Bolster industry presence by surpassing competitors in the share of voice nationwide and across 14 U.S. regions, as well as support PR efforts in the U.K. and Australia. Leverage company stories to build an editorial calendar, contributing to the rapid growth period post-pandemic, launching five ships in 18 months. Modernize PR methods across the brand, leading to the creation of a new pressroom website that increased page views by 165%.
- **High-Profile Announcements:** Achieve billions of impressions by leading announcements on new ship features, business partnerships, operational changes, and exclusive destinations. Simplify complex information into easily understood content, driving KPIs for positive impact.
- **Executive Preparation:** Coach executives for public appearances and press interactions, draft scripts for videos, talking points, and speeches. Represent the company as a spokesperson when necessary.
- **Crisis Management:** Navigate high-profile, sensitive issues, including viral social media posts, media reports, hurricanes, and COVID-19 impacts. Protect brand reputation with swift, effective responses to press inquiries.
- **Corporate Communications:** Foster relationships with key internal and external stakeholders and press contacts to support business goals. Highlight teams and individuals through internal communications channels.
- **Brand Storytelling:** Produce compelling multimedia content for external media partners and internal social media and marketing teams. Build campaigns that deliver distinctive messaging for business objectives, from product debuts to sustainability messages.

News Anchor and Reporter at WESH-TV (NBC/Hearst Television)

Orlando, Florida – October 2015 to November 2021

- **Award-Winning Journalism:** Earned an Emmy Award for special project storytelling and received five additional nominations for outstanding reporting.

News Reporter at KOLR-TV (CBS/Nexstar Media)

Springfield, Missouri – October 2013 to October 2015

- **Award-Winning Journalism:** Earned an Emmy Award for exceptional reporting and a Missouri Broadcasters Award.

Education and Certifications

Certificate, Leadership and Communication

Harvard Online – October 2024

Bachelor's degree, English and Creative Writing

University of Central Florida – May 2012