



MARILYN MITZEL

MARKETING, PR, MEDIA RELATIONS, SOCIAL MEDIA & VIDEO PRODUCTION EXPERT & EMMY AWARD WINNING JOURNALIST

MY PASSION:  
HELPING PEOPLE & COMPANIES REACH THEIR  
BUSINESS GOALS

My experience is broad and covers all the daily challenges you would expect in the field of marketing, media relations, social media, public relations, website design, social media platforms and video production.

My work consistently gets results.

My clients include businesses, medical centers, doctors and pharmaceutical companies.

I have helped build businesses, including the medical practices of doctors, boost the credibility and reputations of physicians, hospitals, companies and got them the recognition they deserve.

2005 – PRESENT

Marketing, PR, media relations, social media, website design, video production for numerous companies

2005 - 2008

ADJUNCT PROFESSOR/FLORIDA INTERNATIONAL UNIVERSITY  
School of Journalism & Communications and the School of Adult Education

1988-2005/FOX/CNN/WSVN/MIAMI

News Anchor/Health & Medical Reporter/Investigative Reporter

1987-1988/THE WHITE HOUSE/WASHINGTON, DC

Press Advance

1984-1986/ABC/WJLA/WASHINGTON, DC

Health/Medical Reporter

1977-1984/ABC/WRTV/INDIANAPOLIS

News Anchor/General Assignment/Investigative/Consumer/Health/ Feature Reporter

1975-1977/NBC/KFYR TV/RADIO/BISMARCK, ND

First Female Co-Anchor/General Assignment/Investigative Reporter

## EDUCATION

Butler University/Worked on Masters in Journalism & Public Relations  
Minnesota State University/Moorhead/BS Mass Communications & Public Relations  
Wrote column for college newspaper  
Worked for campus TV & radio stations  
Arizona State University/Walter Cronkite School of Journalism/Studied Journalism, Mass Communications & Public Relations  
Bismarck State College/BA/Liberal Arts/Wrote column for college newspaper

## AWARDS & HONORS - Here are just a few:

Emmy/half-hour special "A Matter of Life and Death"  
\*This medical series helped raise hundreds of thousands of dollars to build the Jackson Memorial Hospital Ryder Trauma Center by selling Bricks for Trauma

Emmy nomination/series "Hope Never Dies"

Associated Press/1st place/news series examining the plight of the facially disfigured. That same series got 1<sup>st</sup> place from the Indiana State Medical Association and the prestigious CASPER award

United Press International/1st place/Special Report Kidney Transplants

Outstanding Achievement Award/Associated Press for Health Reporting

Price Waterhouse Award /South Florida "UP AND COMERS"

Medical Communicator of the Year/Dade County Medical Association

Consumer Awareness Media Award/Insightful Reporting of Health and Safety Information From the Dade County Trial Lawyers

## GREATEST ACCOMPLISHMENTS

Emmy/half-hour special "A Matter of Life and Death"  
Medical series helped raise hundreds of thousands of dollars to build the Jackson Memorial Hospital Ryder Trauma Center by selling Bricks for Trauma

Medical series, "Cancer at the Pumps" changed Florida law, requiring vapor recovery systems on all gas pumps/worked in conjunction with state representative Elaine Bloom

Medical series, "Dangerous Diets" triggered a congressional investigation into diet industry

Broke the Ryan White story about a young man whose courage helped educate the world about Aids and contributed to Congress passing the "Ryan White Act"

Medical report archived in National Library of Congress about a three year old musical prodigy who was born blind yet began playing by ear as a toddler. His favorite is classical music

Established internship program at KFVR TV

Biggest promoter of WSVN TV internship program helping launch the careers of hundreds of young journalists over a 17-year period.

#### CONTACT INFORMATION

Phone: 305-206-6776

Email - [marilynmitzel@atlanticbb.net](mailto:marilynmitzel@atlanticbb.net)