

Mary Cullen

Manager



Mary Cullen is an award-winning journalist and life-long lover of the written word. She has an eye for detail earned through years of experience working in both print and broadcast journalism. Now a skilled media relations professional, Mary uses her unique storytelling ability to identify each individual thread of what makes a client unique before weaving them into a story worthy of a reporter's attention.

Mary is currently a Manager specializing in media relations and crisis management in Raleigh at NP Strategy, a strategic communications firm providing crisis, media and public relations assistance to clients across the U.S. In her role, Mary is known for her talent of securing positive media exposure that reaches desirable audiences for her clients.

Prior to joining the team at NP Strategy, Mary led the media relations wing of a B2B tech PR agency. Her career began with the Chicago Sun Times' Editorial Board and went on to become a full-time NPR Illinois reporter in the statehouse bureau as part of her Master's program. Later, Mary joined the public radio team in Bloomington-Normal, Ill. where she wrote community-impact stories. A short two years later she received a Regional Edward R. Murrow award, one of the highest awards in broadcast journalism, for unveiling sexual harassment within the local school district.

Mary received her Master's Degree in Public Affairs Reporting from the University of Illinois Springfield—a well-respected program geared towards building some of the nation's best policy reporters. Prior to that, she obtained her Bachelor's Degree in Journalism from Illinois State University.

Mary lives in the greater Raleigh area where she spends her nights and weekends running her small art business, Making Up Mary. In her free time, she loves planning her next travel adventure and spending time with her Golden Retriever puppy Moose.

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NAVIGATING THE NARRATIVE

- Community Assessment
- Crisis Management
- Media Relations
- Project Launch
- Stakeholder Management