MICHELLE IRACHETA

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COMMUNICATIONS & EDITORIAL LEADER

SUMMARY

Communications and editorial leader with 12+ years of experience across journalism, nonprofit communications, and newsroom management. Currently editor and manager of the Redwood City Pulse, where I shape editorial voice, grow audiences, and advise senior leadership on messaging during high-visibility moments. Award-winning reporter turned communications strategist with deep experience in media relations, newsletters, crisis communications, AI workflow experimentation, and community engagement. Bilingual English/Spanish.

CORE STRENGTHS

Strategic communications • Media relations • Editorial leadership • Newsletters & audience growth • AI workflow experimentation • Crisis & issues management • Executive communications • Project management • AP Style

PROFESSIONAL EXPERIENCE

Editor and Manager | Redwood City Pulse, Embarcadero Media Foundation

Aug. 2021 – Present | Redwood City, CA

- Help lead a digital newsroom serving Redwood City — shaping editorial voice, audience strategy, and community engagement across web, newsletters, social media, podcasts, and events.
- Grew the daily newsletter from launch to more than 12,000 subscribers through consistent publishing and audience-centered storytelling.
- Advise the CEO, publisher, and senior leaders on messaging, tone, and timing during high-visibility civic and organizational moments.
- Lead reporters, interns, freelancers, and contributors — setting priorities, coaching staff, and upholding standards for accuracy, clarity, and accountability.
- Direct coverage and public-facing messaging during sensitive legal, governance, and public-safety stories requiring speed, judgment, and factual precision.
- Lead the newsroom's AI experimentation: piloted AI-assisted social video, helped develop human-in-the-loop guardrails for a newsroom AI pilot, and evaluated emerging tools for newsroom workflows.
- Build and maintain relationships with city officials, county agencies, nonprofits, businesses, and community partners; represent the organization at public forums and candidate debates.

Director of Communications, Board of Directors | Endometriosis Foundation of Houston

Dec. 2018 – Aug. 2021 | Houston, TX (Volunteer board position)

- Led communications and public relations for a nonprofit focused on awareness, education, and advocacy.

- Developed public awareness campaigns across digital, social, and traditional channels, including press releases, newsletters, educational materials, and fundraising communications.
- Partnered with patient advocates, medical experts, and organizational leaders to communicate clearly and compassionately about a sensitive, often misunderstood health issue.
- Created the organization's first crisis communications framework during the onset of COVID-19 and coordinated messaging after a major awareness and fundraising rally was canceled.

Reporter | Houston Chronicle

July 2017 – Feb. 2020 | Houston, TX

- Covered breaking news, public safety, courts, local government, and major regional stories in a fast-paced metro newsroom.
- Built trusted sources across government, law enforcement, the legal community, and neighborhoods; produced clear, accurate coverage of complex legal, environmental, and public-safety matters.
- Contributed to award-winning investigative and breaking-news coverage.

Earlier Journalism Experience | NPR Affiliate | Las Vegas Review-Journal | The Garden Island | Yakima Herald-Republic

2013 – 2017 |

- Reported, edited, and produced audio and multimedia stories under daily deadlines across local and regional newsrooms, building strong news judgment and the ability to communicate clearly under pressure.

EDUCATION

B.A., Journalism — University of Houston

AWARDS & LEADERSHIP

- Former Vice President, National Association of Hispanic Journalists, Bay Area Chapter
- Blethen Award, 1st Place, Investigative Reporting
- Investigative Reporters and Editors (IRE) recognition, fatal chemical leak coverage
- California Journalism Awards: podcasting, photo essays, enterprise reporting

SKILLS & TOOLS

Media relations • PR strategy • Executive messaging • Crisis communications • Newsletters (Mailchimp) • Social media • WordPress/Newspack • Adobe Creative Cloud • Google Workspace • Analytics • AP Style