

MIKE CULTON

Strategic Content Enforcer

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Portfolio:

[ESI Portfolio](#)

[Personal and Past Professional](#)

Build your brand with a strategic communications self-starter with 18 years of experience in corporate messaging, content strategy, analytical reporting, multimedia development, and stakeholder engagement across multiple channels. Working with the organization's leadership team, I craft compelling narratives that drive engagement, build brand reputation, and support organizational objectives.

KEY SKILLS

- Corporate Communications, Thought Leadership, and Brand Storytelling
- Digital Content Strategy and Production
- Community Engagement, Press Releases, and Social Media
- Crisis Communication and Reputation Management
- Internal Communications and Employee Engagement

WORK EXPERIENCE

Engineered Structures, Inc. (ESI Construction)

June 2022 – Current

Content Specialist

Meridian, ID

Took ownership of the content strategy for a nationally-ranked construction firm that elevated a brand, drove recruitment, and engaged team members, customers, and industry partners.

- Developed and executed corporate communication strategies that strengthened brand identity and public perception.
- Managed internal and external messaging, including press releases, newsletters, website copy, presentations, and executive speeches.
- Led crisis communication efforts, ensuring consistent messaging across platforms.
- Produced multimedia content (photo, video, and graphics) to enhance storytelling and reduce vendor costs (saving \$10,000+ per year).
- Managed and implemented the social media strategy across the company's Instagram, Facebook, and LinkedIn Accounts—more than doubling engagement and increasing engagement over 50%.

Vector West, LLC
February 2021 – Current

Founder and Creative Director
Remote

Delivered strategic messaging and digital content for brands that helped them adopt a consistent voice and enhanced their online presence across multiple channels.

- Developed strategic messaging frameworks for brands, ensuring consistency across digital channels.
- Created digital marketing collateral, scripts, and mission-driven messaging to enhance brand storytelling.
- Conducted SEO research and implemented content optimization, improving brand visibility and engagement.

ECCO Safety Group
June 2019 – February 2021

Content Specialist
Boise, ID

If it had to do with writing and messaging, I had a hand in it: SEO content, copywriting, copyediting, press releases, ads, advertorials, blogs, and white papers increased the brand's reach to internal and external audiences.

- Developed SEO-optimized content for two company websites, including product descriptions and sales materials.
- Overhauled e-mail marketing communications strategy and conducted campaigns that generated hundreds of qualified leads for sales managers.
- Authored case studies and testimonials that highlighted company values and product features

City of Boise, Police Department
October 2012 – June 2019

Supervisor, Crime Analysis Unit
Boise, ID

Led a team of civilian analysts and law enforcement professionals to quantify and qualify crime in the City of Boise that supported executive decision-making and strategic city objectives.

- Led a team of analysts and sworn officers to understand crime trends and deliver reports to senior executives and the public.
- Took point on inter-agency communication initiatives, strengthening information-sharing protocols.
- Co-founded a nonprofit organization focused on public-private partnerships to combat retail crime.

Federal Bureau of Investigation
September 2010 – October 2012

Intelligence Analyst
Washington D.C.

Coordinated and developed intelligence collection directives along with senior members of the intelligence community. Selected to serve as the lead analyst for an intelligence gathering operation related to a key national security objective.

- Developed intelligence collection strategies and authored classified reports for senior policymakers.
- Served as a key representative in inter-agency policy forums, shaping national security initiatives.

U.S. Air Force
July 2004 – July 2008

Intelligence Officer
Various Locations

Honorably served as an officer on tours in South Korea, Germany, and Iraq. I was an intelligence officer assigned to a fighter wing and a tactical air control party unit (the folks on the ground that tell the aircraft where to deliver ordnance).

- Delivered strategic briefings, operational intelligence, and crisis response support.
- Managed and executed training programs for intelligence teams and operational personnel.

EDUCATION

Digital Media Content Creation, Professional Certificate Program, 2020
University of California, San Diego

International Studies, M.A., 2010
Old Dominion University

International Studies, B.S., 2004
Towson University
Graduated *Cum Laude*

Personal: [LINKEDIN](#) | [YOUTUBE](#)
Supported (ESI): [INSTAGRAM](#) | [FACEBOOK](#) | [LINKEDIN](#)