



P.O. Box 80575 Portland, OR 97280 503.550.4765 f: 503.892.8898 michele@ruby-do.com www.ruby-do.com



Michele Ruby, Principal

Ruby Do, Inc. has provided strategic insights and communication trainings to a wide range of clients including non-profit organizations, state and national trade associations and national brands. Michele Ruby started the Portland-based company in 2005 after 10 years of communications experience in New York, California and most recently, Portland, Oregon.

Her firsthand experience in public affairs and media relations have served her clients well as she brings applicable experience to her clients issue management and crisis preparedness needs. Ruby has developed numerous public relations and image campaigns. These state and nationwide efforts work to maintain consumer confidence and build trust with the general public. She has led communications training workshops across the United States that focus on crisis preparedness, spokesperson training and simply telling a compelling story to the audience at hand.

**EXPERIENCE**

- Branding/Consumer Marketing
- Communications Training
- Consumer Research
- Copy Writing
- Crisis Communications
- Internal Communications
- Issues Management
- Key Message Development
- Media Relations
- Media Training
- Public Relations
- Project Management
- Social Media Marketing
- Spokesperson Training
- Web

**CLIENTS**

- Ag Fest, Inc.
- American Dairy Association
- Dairy Farmers of America
- Dairy Management Inc.
- Darigold
- Farmers Cooperative Creamery
- Harvest PR & Marketing
- Hilmar Cheese
- International Culinary
- Kaufmann Animal Health
- Map Communications
- Midwest Dairy Association
- MilkPEP
- National Dairy Council
- Northwest Medical Teams
- Oregon Beef Council
- Oregon Dairy Council
- Oregon Dairy Farmers Association
- Oregon Dairy Products Commission
- Oregon State Fair
- Osborn-Barr
- Pear Bureau Northwest
- Sitka Center for Art and Ecology
- Strobeck Design
- Tillamook Cheese®
- Tillamook Estuaries Partnership
- Tourism Association
- Trillium Family Services
- WA Dairy Products Commission
- Willamette Valley Cheese Company
- World-Wide Sires, Inc.
- Zoetis

*a field to fork communications firm*