

Contact

www.linkedin.com/in/rob-mccallum-10986b (LinkedIn)

Top Skills

Press Relations

External Relations

External Communications

Rob McCallum

High-Profile Crisis Communications Strategist
Castle Rock, Colorado, United States

Summary

Seasoned communications strategist well-versed in public relations, public affairs, and crisis management for high-profile and routine matters. Government public information officer responsible for communications for the Colorado Judicial Branch. Innovative professional with proven talents to translate complex issues into clear, digestible information while recognizing and addressing issues as opportunities to craft narratives supporting best interests. Primary spokesperson for Colorado's judicial and probation departments with more than 4,4000 employees and an annual budget of \$700 million. Communications advisor to the Colorado Supreme Court's chief justice and six associate justices, state court administrator, chief judges, trial judges, and senior management statewide. Mass media expert in management of high-profile matters earned as the director of communications and media liaison for the Aurora theater shooting case, trial, and sentencing (2012-2015). Media relations, writing, research, media training, brand management, stakeholder outreach, website content, and social media management daily. Winner of the Colorado Freedom Information Council's Sue O'Brien Award for Excellence in Public Service.

Experience

RMPR Consultants

Owner

September 2023 - Present (4 months)

Colorado, United States

Seasoned public relations and crisis communications professional specializing in high-profile, high-risk consulting, strategies, tactics and execution. "RMPR PR101" services available as well.

Colorado Judicial Department

Public Information Officer

January 2007 - Present (17 years)

Denver, Colorado

Great-West Retirement Services
Director of Public Relations, Branding and RFPs
April 2002 - January 2007 (4 years 10 months)

CA Russell Parters Public Relations
Partner/Client Services Manager
October 1997 - April 2002 (4 years 7 months)

Education

Franklin & Marshall College
· (1991 - 1995)

Cherry Creek High School
· (1987 - 1991)