

Michael A Olivares

Project Manager/Communications Manager

Executive Summary:

Michael is a U.S. Air Force Journeyman level Space Systems Operator with 15 years of diverse project management. He has a broad range of complex strategy and design experience across public health, media and military space systems management projects. His range of skills was key in finding, writing, winning, and fulfilling successful public health grants. Past projects include lobbying for legislation and forging innovative media partnerships that went far above requirements. He has consistently found creative solutions for advertising, policy and grant program issues, and created valuable, award-winning work for the community, legislative targets, and contract stakeholders.

Strategic Communications Specialist Centauri/KBR (Los Angeles, CA) July 2020 – Present

- Art direction, graphic design and communications strategy for the Directors Action Group/Senior Leadership at Enterprise Launch/Space and Missile Systems Center, Los Angeles Space Force Base.

Advocacy Manager American Lung Association (Los Angeles, CA) Oct 2015 – July 2020

- Co-write, negotiate, and administrate several County and State Tobacco Control grant programs covering 16 jurisdictions, current grants total over \$6 million.
- Draft model legislation for elected city and state leaders and provide the technical assistance to implement new policies.
- Prepare and deliver speeches to civic leaders, schools and groups to further campaign, policy and public relations objectives.
- Organize coalitions of various community stakeholders and train them to advocate for specific new policies or legislation.
- Participate in various forums as a subject matter expert in various tobacco control, public health, and air quality fields. Respond to requests for information from the public, elected officials, and the media.
- Study the objectives, promotional policies, and needs of multiple campaigns to develop public relations and media strategies that influence public opinion, change behavior, and meet multiple layers of protocol.
- Establish and maintain cooperative relationships with representatives of community, business, government, and public interest groups to ensure the success of multi-year, multi-jurisdiction campaigns.
- Prepare and edit advertisements and publications for internal and external audiences, including posters, PSAs, social media, newsletters, briefs, letters to the editor, action alerts, and reports (e.g. annual State Of The Air and State Of Tobacco Control).
- Hire, direct and confer with artists, consultants and production companies to produce digital advertisements within budgets of \$3-22,000.
- Manage consultants to conduct evaluation activities, including key informant interviews, focus groups, and public opinion research to determine potential for campaign success. Communicate results to the community and the funder.
- Consult with media agencies such as social, radio, and print to direct and arrange promotional campaigns and purchase time or space to meet campaign goals.
- Build awareness and understanding of advocacy programs among staff through ongoing communications and training.
- Participate in organizing and on the ground efforts such as phone banking and ballot counting to pass a historic California tobacco tax ballot initiative (Prop 56).
- Hire, supervise, and manage advocacy staff, health educators, subcontractors and interns proactively and effectively.
- Facilitate "Freedom From Smoking" (FFS) smoking cessation series at Barlow Respiratory Hospital.
- Lead Advocacy staff and work as a key member of Development (Fundraising) events such as the annual Lung Force Gala, Lung Force Walk, and Lung Force Climb.

Security Clearances & Date(s) Granted:

TS/SCI (2017)

Date of most recent investigation:

January 2017

Sponsoring Agency/Agency Name:

United States Air Force

Years of Experience:

15 years

- Write new grant budgets, manage billing, submit modifications, and spend down budgets of several hundred thousand dollars a year for state grants.

Program Coordinator, Adventist Health Glendale (Glendale, CA) Feb 2010 – Sept 2015

Promoted from Outreach Specialist Oct 2007 – Feb 2010

- Managed Private (Pfizer), LA County, and CA State Tobacco Control grant-funded policy campaigns, including Evaluation and Intervention activities for multiple jurisdictions and tobacco control arenas..
- Designed curriculum and conducted art workshops as part of an innovative public health policy campaign.
- Organized coalitions of community residents and other stakeholders to advocate for specific policy objectives, which resulted in the passing of several tobacco control ordinances across 6 cities, leaving a life-saving legacy for generations to come.
- Adapted and facilitated Freedom From Smoking (FFS) cessation counseling programs to the public, patient, medical provider and psychiatric institutionalized communities.
- Coordinated the implementation and evaluation of a scientific peer reviewed program, published “PACT - RX for Change” program, which increased organization and utilization of gold standard tobacco cessation amongst health providers.
- Designed large vinyl banner presentations of campaign stories, presented at major public health conferences.
- Analyze federal HIPA, HRSA and other regulatory and billing protocol to ensure gold level standards of compliance, and to create value for the organization, the funder and the patient community.

United States Air Force Experience:

Space Systems Operator, Journeyman, 216th Space Control Squadron, Air National Guard (Vandenberg AFB, CA) July 2016- Present

Transition from Intelligence Analyst, 261st Cyberspace Operations Squadron, (Van Nuys, CA) Oct 2015 – Jul 2016

- Conduct innovative space based electronic warfare, satellite and related space systems operations to ensure the safety of deployed forces, multimillion-dollar weapon systems, civilian infrastructure and the space superiority of the United States.
- Earned “Live Fire” Tab on a joint exercise with an allied country and their space assets.
- Successfully completed all Space related Initial, Mission and Advanced Qualification trainings.
- Elected Head Peer-to-Peer program facilitator and SAPR/Green Dot facilitator.
- Tactical Deployment Leader garnering Basic Expeditionary Airman Skills Training (BEAST) “Excellence” commendation for Flight.
- Activate under Emergency State Civil Unrest deployment, rapidly completing several legal, weapons, and security trainings.
- Subject matter expert on radio frequency, space control, counter communications, and electronic warfare operations in an increasingly contested and complex international political arena.
- Redesigned squadron patch, meeting Pentagon standards for approval (261st Cyberspace Operations Squadron).
- Consistent 100% green Individual Medical Readiness.
- Achieve, maintain and utilize Top Secret/SCI clearance, ensuring OPSEC and INFOSEC across all SCIF, TSCIF activities.

Awards & Affiliations

- Multi-Cultural Leadership Award, Art Center College of Design, 2005
- Program Management Institute, Los Angeles Chapter – Member
- Community Health Alliance Pasadena (ChapCare) – Member at large, Board of Directors
- Wisdom Lodge 202 Pasadena F&AM, 3^o Master – Lifetime Member
- California Association of Enlisted National Guard of the United States – Member
- Air Force Association – Member
- American Institute of Graphic Arts - Contributor Member

Education

Information Technology University (ITU) & Vision Training Systems (Online)
2020 Project Management Professional (PMP) 6th Edition 45 hour program

Art Center College of Design (Pasadena, CA)
2001-2005 Bachelors of Fine Arts, Film/Advertising

Otis College of Art and Design (Westchester, CA)
2000 Fine Arts Major

Trinity Christian College and Facultad de Bellas Artes, Universidad de Sevilla (Sevilla, Spain)
1999 Cultural Immersion and Fine Arts Practicum

Training

- Signal Processing Systems Advanced Training, Q1, Partnership with LinQuest/L3Harris/USAF, (Colorado Springs, CA) March-April 2020
- Space Control Career Development Courses, On the Job Training, Initial Qualification Training and Mission Qualification Training (Vandenberg AFB, CA) 2017-2019
- Enlisted Undergraduate Space Training (Vandenberg AFB, CA) 2017
- Sexual Abuse Prevention Representative (SAPR) Training, 2017 (Vandenberg AFB, CA) 2018 (Edwards AFB, CA)