

KIRK EGGLESTON

Media Relations Manager | Media Strategy | Corporate Storytelling
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Summary

With 10+ years of experience in media relations, corporate communications and B2B marketing communications for the energy sector, I have a proven track record of increasing brand visibility and achieving business results through the power of storytelling. My most significant career achievement to date was developing an integrated PR campaign in 2024 for a key announcement from SLB's lithium business that had a potential reach of more than 800 million.

Skills

Strategic Communications Planning • Media Relations • Media Training • PR Campaign Management • Press Releases • AP Style • Crisis Communications • Content Development • Relationship Management

Experience

SLB (Multiple Positions) Houston, Texas

Global Media Relations Manager

11/2022–Present

- Increased SLB's average share of voice by 5% in 2023 through priority focus on proactive media engagement with tier 1 media.
- Secured 25 tier one media placements between 2022–24 for SLB leadership, including Bloomberg TV, Schwab TV, CNBC International and Fox Business — advancing strategic corporate narratives around AI expansion in the energy sector, geothermal and lithium.
- Developed an integrated PR campaign around the success of SLB's lithium demonstration plant in Nevada, resulting in two tier 1 media placements and a potential reach of 800 million+.
- Created the content strategy for SLB's corporate newsroom and wrote stories for the channel used in media pitches and integrated PR campaigns.
- Fostered key relationships with tier 1 and industry trade media, expanding SLB's media network by 100+ contacts between 2022–24.
- Assisted SLB's director of external communications in crisis communications, drafting and reviewing holding statements and participating in quarterly drills.

Public Relations Specialist

3/2019–11/2022

- Played a key role in the launch of the new SLB brand in 2022, writing the launch release and raising visibility of new brand positioning with tier 1 media through active outreach.
- Represented SLB at global energy conferences, including ADIPEC, managing media engagements for SLB spokespeople with tier 1 media and energy trades.
- Secured 29 placements in energy trades and published 10 articles in SLB's owned media channels in 2021, achieving an earned media value of \$150,000.

Senior Copywriter

6/2017–3/2019

- Wrote engaging, results-driven short and long-form web copy that increased marketing qualified leads (MQLs) by 22% YoY in 2018.
- Worked closely with subject matter experts and marketing communications managers to develop positioning for technology launches and strategic campaigns.

ChaiOne

Content Marketing Specialist

Houston, Texas

11/2016–6/2017

- Wrote results-driven content that increased MQLs by 28% QoQ in H1 2017.
- Created editorial blog and long-form content calendar, including whitepapers and eBooks.
- Interviewed subject matter experts (SMEs) to extract key value benefits about company services and conducted extensive research on industry trends in tech, oil and gas, utilities and industrial business.

Unleaded Communications

Houston, Texas

Copywriter

2/2015–11/2016

- Conceptualized and developed big-picture content themes based on the client's business, brand and target markets.
- Wrote clear, concise and engaging copy for case studies, whitepapers, video scripts, press releases, e-newsletters, technical data sheets, social media, e-mails and websites.
- Promoted content through various channels, including e-mail and social.

KED Interests LLC

Houston, Texas

Consultant

1/2014–12/2014

- Wrote original blog content daily for EagleFordShale.com and BakkenShale.com.
- Designed and set up RSS-driven e-mail campaigns in MailChimp that promoted blog posts, growing opt-in subscribers for two daily newsletters to 6,000+.
- Contributed original content to MineralWeb.com, a site for mineral and royalty owners, and grew opt-in subscribers for a monthly newsletter to 18,000+.

Education

University of Texas at San Antonio

San Antonio, Texas

Bachelor of Arts in Communication

8/2004–05/2008

Additional Work Experience

The Art Institutes

Houston, Texas

Career Services Advisor

10/2010–1/2014

- Matched recent college graduates with radio, television and film skills in competitive roles.
- Promoted candidates directly to employers with cold calling, email, direct mail and in-person visits.
- Conducted extensive market research to identify key opportunities and trends for the candidates' target industries.

KTAL (NBC)

Shreveport, Louisiana

Reporter

06/2010–9/2010

- Covered local news and politics in the Ark-La-Tex region.
- Created content for multiple newscasts daily, including VOSOTs and packages.

KJTV (Fox)

Lubbock, Texas

Reporter

09/2008–01/2009

- Covered local news and politics in Lubbock and surrounding area.
- Created content for multiple newscasts daily and produced and anchored newscast as needed.

Affiliations

Public Relations Society of America – Houston Chapter

Houston, Texas

1/2025–Present

Association of National Advertisers – Houston Chapter

Houston, Texas

7/2016–7/2022