

# TERRENCE P. McCAULEY

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## Summary of Qualifications:

An accomplished executive with extensive experience in public affairs, crisis communications, external and internal communications, and government relations on federal, state, and local levels. A highly skilled, self-motivated leader who seeks to continue his personal and professional growth in a dynamic organization.

## Core Capabilities:

Executive Leadership | Crisis Communications | Community Outreach | Government Relations | Social Media Strategy Management and Analysis | Internal Communications and Training | Public Meetings and Presentations | Senior Management Collaboration | Spokesperson/Public Information Officer | Incident Management Planning/Execution Internal/External Corporate Messaging | Stakeholder Management and Outreach | Budget and Resource Management Performance/Activity Reporting | Federal, State and Local Legislation Analysis | Key Training and Education Internal and External Brand Management | Employee Development and Coaching | Inter-/Intra-departmental Collaboration | Deadline and Results-Driven | Dynamic Management Strategy | Fostering Positive Work Environment

## Employment Experience:

### **PUBLISHED AUTHOR – VARIOUS NOVELS/SHORT STORIES**

**2008 - PRESENT (See full list of publishing credits below)**

- Award-winning fiction writer of over twenty acclaimed thriller, crime fiction, and western novels published by Penguin Random House, Kensington, Wolfpack Publishing, and others.
- Manage all aspects of branding, marketing, communications, and publicity including the creation of a website, marketing materials/graphics and social media presence.
- Conduct and manage author speaking events to maximize book sales resulting in becoming sought-after speaker/subject matter expert at various conventions and writer-based events.
- Successfully developed [personal website](#), as well as leveraged Twitter, Facebook, and other social media to amplify brand, promote books/short stories, events, and other creative initiatives.
- Collaborated with writers, editors, marketing professionals and audience to create an effective strategy to maximize creative output and sales for various projects.

### **PUBLIC RELATIONS / COMMUNICATIONS CONSULTANT**

**JULY 2020 – PRESENT**

### **WOLFPACK PUBLISHING – LAS VEGAS, NV (Remote Position)**

**SEPTEMBER 2021 – MARCH 2022 – SIX MONTH CONSULTANCY**

#### **Director of Public Relations**

- Served as the chief communications executive for the company.
- Achieved maximum attention for new releases and older titles through direct marketing efforts.
- Created and implemented an effective social media strategy for the company and its products.
- Led efforts to establish a consistent, effective branding strategy across various imprints.
- Identified potential events and opportunities to increase company's presence in the industry.
- Drafted press releases and created information graphics that reinforced the company's positive image.

**ROOSEVELT ISLAND OPERATING CORPORATION (RIOC) – NEW YORK, NY  
MAY 2019 – JULY 2020**

**Director of Communications/Public Information Officer**

- Managed all crisis communications for Roosevelt Island, including all updates including the COVID-19 pandemic, weather events and transportation outages on the Island.
- Served as the chief communications officer for internal and external communications with the Executive Chamber in Albany, employees, the media, and the community.
- Developed strategy and implemented an improved, streamlined and more transparent internal and external communications to build brand and deliver one consistent voice. Initiatives included: “Re-Introducing RIOC” and “RIOC Employee Advisories”.
- Collaborated with the corporation’s Executive Team to develop and execute internal and external branding across the agency’s website, intranet, email, text, and social media platforms.
- Drafted speeches, President’s reports, press releases, talking points and other remarks for executives concerning company initiatives, milestones, and events.
- Responsible for hiring, supervising, and leading team to execute plan to build brand and develop deeper resident engagement.
- Effectively produced and pitched stories to bloggers, local media, and documentarians about important Roosevelt Island stories, such as ‘The Girl Puzzle’ art installation, the world-famous Tramway, historic structures, the Island’s ‘Brutalist’ architecture, the pneumatic AVAC sanitation system and the many capital improvements taken on by the organization.
- Successfully cultivated and maintained strong relationships with community leaders, government agencies and elected officials to collaborate on various initiatives, such as affordable housing, safety, capital projects, town halls and public hearings both in person and online.
- Partnered with RIOC’s Public Safety Department (PSD) and the New York Police Department (NYPD) to inform Island residents about various police and safety initiatives such as National Night Out, Safe Streets, bicycle / pedestrian safety, senior and disabled care, transportation safety and patrol concerns.
- Provided near real-time updates to the public regarding transit service changes affecting the Island, such as RIOC Tram service, RIOC Red Bus service, MTA Bus and MTA Subway.

**MTA METRO-NORTH RAILROAD (MNR)—NEW YORK, NY  
APRIL 2004 - FEBRUARY 2019**

**Manager, Corporate & Public Affairs**

- Crafted and implemented public affairs strategy for various crisis events, transportation initiatives, service interruptions, fare increases and successfully completed projects for one of the largest US commuter railroads.
- Drafted speeches, remarks, and statements for senior railroad representatives for board meetings, public presentations, and internal meetings.
- Served as a principal communications liaison between the railroad and key stakeholders, including elected officials, MTA board members and community groups regarding the railroad’s operations, services, and other initiatives.
- Collaborated and implemented strategies with consultants, MTA Headquarters and Metro-North staff to inform stakeholders about important regional projects such as the Penn Station Access Study, the Governor’s Enhanced Station Initiative, the Harlem-125<sup>th</sup> Street Station Improvements, Tappan Zee Bridge/I-287 Corridor Environmental Review, the West of Hudson Regional Transit Access Study and various other initiatives throughout the service area.
- Oversaw the compilation, writing and distribution of the agency’s annual report by partnering with all divisional executives to ensure complete accuracy of facts.
- Represented Metro-North at various public meetings, such as community board meetings, public hearings, and business improvement district meetings.
- Led negotiations between Metro-North and municipalities regarding sale, lease, and usage of property.
- Investigated and crafted Metro-North’s response to proposed legislation, state agency proposals, inquiries and requests from elected officials, community leaders and interest groups.

**EMPIRE STATE DEVELOPMENT CORP. (ESD)– NEW YORK, NY**  
**AUGUST 1996 – APRIL 2004**

**Deputy Director – Strategic Business Division**

- Following the tragedy of September 11<sup>th</sup>, personally retained/attracted companies to lower Manhattan, resulting in the creation and retention of over 10,000 jobs.
- Distributed over \$12 million in federal funds dedicated to redeveloping lower Manhattan.
- Assessed the needs of distressed companies of various sizes affected by September 11<sup>th</sup> and advised them on the best manner to receive appropriate federal and state loans and grants.
- Met with, presented to and negotiated with C-level executives of client companies.
- Assisted displaced companies in finding suitable space and other resources in New York City.
- Coordinated a variety of relief efforts with various federal, state, and local agencies.
- Negotiated and secured economic development incentives for companies from various industries looking to expand and/or relocate in New York State.
- Collaborated with ESD management on various business marketing campaigns to attract multi-national corporations to New York State such as print /electronic media advertising and direct mail campaigns.
- Conducted cost-benefit analyses, analyzed financial assistance applications, drafted project memos and extended offer letters.

**Education:**

Fordham University, Bachelor of Arts - Political Science

## Published Novels:

### Thrillers

- SYMPATHY FOR THE DEVIL (2015/2021)
- A MURDER OF CROWS (2016/2021)
- A CONSPIRACY OF RAVENS (2017/2022)
- THE MOSCOW PROTOCOL (2022)

### Crime Novels

- DOHERTY'S WAR (2016/2021)
- AGAINST THE ROPE (2013/2021)
- THE WANDERING MAN (2021)
- PROHIBITION (2015/2021)
- SLOW BURN (2015/2021)
- THE FAIRFAX INCIDENT (2016/2021)

### Westerns

#### Aaron Mackey Series

- WHERE THE BULLETS FLY (2018)
- DARK TERRITORY (2019)
- GET OUT OF TOWN (2020)
- THE DARK SUNRISE (2020)

#### Jeremiah Halstead Series

- BLOOD ON THE TRAIL (2022)
- DISTURBING THE PEACE (2022)
- THE REVENGERS (2023)
- JEREMIAH HALSTEAD #4 (2024)

#### Ralph Compton Series (co-write credit)

- THE KELLY TRAIL (2020)
- RIDE THE HAMMER DOWN (2020)
- STAGECOACH TO HELL (2021)

#### William J. Johnstone (Ghost-written works)

- NORTH OF LARAMIE (2020)\*
- BURY THE HATCHET (2020)\*
- THE INTRUDERS (2021)\*
- THE FIRES OF BLACKSTONE (2022)\*
- THE DEVIL'S GULCH (2023)
- THE DEVIL'S GULCH #2 (2024)

\*indicates Publishers Weekly Bestsellers

## Awards:

- 2008: Winner – Tru-TV Search for the Next Great Crime Writer Contest - PROHIBITION
- 2015: Winner – Authors on the Air – Best Thriller Novel – SYMPATHY FOR THE DEVIL
- 2016: Finalist – ITW Thriller Award – Best Short Story – EL CAMBALACHE
- 2017: Silver Medal – Military Writers Society of America – THE DEVIL DOGS OF BELLEAU WOOD
- 2018: Winner – Western Fictioneers – Best First Novel – WHERE THE BULLETS FLY
- 2018: Finalist – Western Writers of America – Best Paperback – WHERE THE BULLETS FLY