

# Janine De Iorio

*Cincinnati, OH*

(951) 823-4378 • [janinedeiorio@gmail.com](mailto:janinedeiorio@gmail.com) • [www.linkedin.com/in/janine-de-iorio](http://www.linkedin.com/in/janine-de-iorio)

## MARKETING & COMMUNICATIONS DIRECTOR

Award-winning Communications Leader with 12+ years of experience leading marketing strategy and driving results through impactful digital and direct campaigns for global multi-billion-dollar brands across diverse sectors including nonprofit, government, technology, consumer goods, and retail. Highly skilled in:

- Team Leadership & Management
- People Development & Coaching
- Strategic Planning & KPI Development
- Hiring & Team Building
- Fundraising Strategy
- Social Media Campaigns & Analytics
- Influencer Partnerships
- Email & Content Marketing
- Adobe Suite (Photoshop, Illustrator, InDesign, Premier)
- Marketing, Communications & Brand Strategy
- Digital Marketing, SEO & Analytics
- Budget Management
- Crisis Management
- Media Relations & Press Releases
- Event Planning & Management
- Sustainability & Social Impact Initiatives
- Project Management
- Website Development & Management
- Hootsuite & Sprout Social

## EDUCATION

**Master of Arts (M.A.) in Strategic Public Relations** • University of Southern California

**Project Management Certificate** • Peace Corps, Armenia

**Bachelor of Fine Arts (B.F.A.) in Photography, Graphic Design** • Shawnee State University

## PROFESSIONAL EXPERIENCE

CINCINNATI PUBLIC SCHOOLS • REMOTE / CINCINNATI, OH • NOV. 2021 – PRESENT

### **Interim Director of Strategic Marketing & Communications**

#### **Communications Strategist**

- Lead marketing and communications strategy including internal, external, and executive communications, brand management, digital marketing, content development, social media campaigns, media relations, data analytics, and reporting for district with 66 sites, 6,500+ employees, and a network of 100,000+
- Oversee a team of 6 including a Media Relations Associate, Digital Communications Specialist, Content Specialist, and marketing contractors responsible for strategic planning support and content creation
- Manage a marketing and PR agency budget of \$180K+
- Partner with executive leaders (Chief of Marketing, Chief of Staff, VPs, site leaders) and cross-functional team leaders in Marketing, Finance, HR, Legal, and Community Engagement to develop brandy strategy
- Set and manage KPIs org-wide including social engagement, event attendance, client satisfaction, and program enrollment and track digital analytics such as click rates, audience reach, and impressions
- Developed the district's first proactive, strategic storytelling process resulting in a 50%+ overall growth in social media and 50%+ increase in positive media stories
- Led DEI initiative and talent recruitment strategy through social ads, storytelling, content development, and events to increase black male educators by 9%+ within 7 months
- Created first-ever crisis response manual inclusive of crisis tiers, response process, and messaging
- Launched newsletter with 10-15% higher open rates and 2% higher click rates than industry average
- Drove campaign with digital ads, media interviews, and direct marketing to successfully increase vendor participation by 200%+ and event attendance by 250%+ with 1,000+ attendees

DE IORIO COACHING • REMOTE • NOV. 2019 – NOV. 2022

### **Marketing & Communications Director**

- Created leadership visibility and marketing strategy including digital marketing, SEO optimization, networking events, and podcast launch to increase engagement opportunities for CEO and coaching services supporting strategic growth of small businesses with annual revenues up to \$160K+
- Analyzed digital marketing insights through social media, podcast communications, and website including audience growth and engagement
- Developed marketing and public relations strategy, increasing clientele by 300%+ in 6 months
- Launched a leadership podcast with 10%+ month-over-month growth

GOLIN • REMOTE / SAN FRANCISCO, CA • JUN. 2018 – JAN. 2021

### **Global Marketing, Communications & Media Relations Strategist**

- Designed and implemented marketing strategy, developed forecasting, and provided strategic counsel for global brands (ie: Walmart, PepsiCo, Dole, Exxon Mobile, Logitech) with revenues up to \$611B+
- Managed a team of Marketing & Communications Assistants and partnered with an international team of VPs of Sustainability & Social Impact, Media Relations, and Data Analytics to implement strategy
- Led market research and campaign monitoring, sustainability and social impact initiatives, public relations, partnership development, influencer management, product launches, and marketing programs
- Produced materials including business reporting, presentations, media statements, press releases, presentations, speeches, newsletters, and other content consistent with client brand and narratives
- Drove multi-faceted campaign strategies, securing over 1B+ in earned impressions

### **ADDITIONAL EXPERIENCE**

#### **Associate, Public Relations & Enterprise Social Responsibility**

The Walt Disney Company • Glendale, CA • Jan. 2018 – Jun. 2018

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

Grey Matter Public Relations • Los Angeles, CA • Aug. 2014 – Jan. 2018

#### **Community Development Specialist / Public Relations Committee / Brand Manager**

Peace Corps • Armenia • Aug. 2014 – Jul. 2015

### **MARKETING & PUBLIC RELATIONS AWARDS**

#### **Golden Achievement Award**

*CPS Moves Campaign* • National School Public Relations Association • 2023

#### **Golden Achievement Award**

*Black History Month Campaign* • National School Public Relations Association • 2023

#### **Award of Excellence - E-Newsletter**

*Alphabet Soup Campaign* • National School Public Relations Association • 2023

#### **Honorable Mention - Award of Excellence - Video**

*Parker's Playground Campaign* • National School Public Relations Association • 2023

#### **Outstanding Service Award**

University of Southern California • 2018

#### **Chester Burger Award for Outstanding Public Relations**

Public Relations Society of America • 2017