



# ANTHONY P. VIARDO

(M): 202-258-8287

(EM): tony.viardo@gmail.com

(PORTFOLIO): [www.TonyViardo.com](http://www.TonyViardo.com)

(PROFILE): [linkedin.com/in/apviardo/](https://linkedin.com/in/apviardo/)

**VP / SR. DIRECTOR ~ MARKETING & COMMUNICATIONS**

*“Of all the communications leaders I’ve ever worked with, you are the best [at turning company vision into reality].”*

*- Frederick Isasi | Fmr. Executive Director | Families USA*

## PROFILE

Strategic marketing and communications leader with 18+ years of experience across the full spectrum of MarComm disciplines and tactics, in both the Public (non-profit/government) and Private sectors. Impressive record of accomplishments consistently demonstrates creative, entrepreneurial approach to work, leadership, mentorship, collaboration, and an ability to deliver “on-brand, on-mission” results to advance strategic organizational objectives.

## EXPERIENCE

**SENIOR DIRECTOR COMMUNICATIONS**

### FAMILIES USA (FUSA)

05/23 - PRESENT

National, non-partisan advocacy organization promoting public health and healthcare, responsible for major legislative reforms (federal and state) including design and passage of the Affordable Care Act (Obamacare); 80-90 staff in Washington, DC; Annual budget of \$30 million.

#### DAY-TO-DAY

As a member of the Executive Leadership Team, responsible for guidance of the organization; executive decision-making, advisory and oversight responsibility for all internal and external strategic comms incl.: integrated comms campaigns, visual branding and design, editorial/publication, PR, media relations, marketing, website, social media and data analysis. Managed team of 7-9; director and senior managers as direct reports.

#### ACHIEVEMENT HIGHLIGHTS

Created, introduced (or restructured), implemented and personally trained the following:

#### ENHANCED STRATEGIC COMMS CAMPAIGNING:

- “Same Service, Same Price Campaign” [Personally designed]: Six-month multi-channel, integrated MarComm campaign for public education and public awareness, in support of passage of key federal legislation advancing core issue (site neutral payment reform). House bill amended as a result.
  - NOTE: New tactics include \$500,000 targeted digital ad spend. Data shows unqualified success in reach, engagement, grassroots action, and direct influence in Congress. (Data available).
- Launched / relaunched multiple MarComm campaigns to support matrixed projects:
  - “Pay Less for RX” (issue: prescription drug pricing)
  - “No Surprises” (issue: surprise medical billing)
  - “Consumers for Fair Hospital Pricing” (issue: medical provider pricing abuse)
  - “What About Moms Campaign” (issues: maternal, child health, and infant mortality)
  - Social Security portfolio (issues: health equity, expanded access, and improved quality of care)

#### INNOVATIVE NEW COMMS DEPT. FUNCTIONS:

- New Media Story Pitching Program (complete SOP) enhancing FUSA media relations & PR functions
  - Increases volume and quality of media placements.
  - Grows media contact lists by 200+ (print, radio, TV, new media) while maintaining key media relationships (national / local).

AV

- New Data-driven Paid Digital Program (microtargeting, engagement, outreach with data reporting).
  - NOTE: New platforms lay foundation for latest digital marketing innovations, including Artificial Intelligence (AI). (Data available for discussion).
- New standardized Integrated MarComm Campaign Program (complete SOP) to service matrixed projects. NOTE: None existed previously.
- New campaign website/microsite design process—saving \$48,000+ for FUSA in just four months.
- Re-imagined Storytelling Strategy Program (complete SOP) with new tactics, and restructured outreach, relationship-nurturing, training, and work flow.
- New People's Experience MarComm Strategy (long term, multi-channel, integrated). NOTE: This pillar of FUSA work is founded on Health Equity, Diversity, and Inclusion issues. (Slide deck available).
- Executed full FUSA Brand Refresh (both visual and messaging); website re-design in progress.

#### REVITALIZED STAFF MENTORING AND DEVELOPMENT:

- Restructured communications department to—for the first time at FUSA—operate on an Account Executive Work Flow Model; allows efficient support of FUSA's program matrix structure. (18 privately funded projects and programs).
- Alleviated prior history of “log-jammed”, “toxic environment,” increasing morale and facilitating more aggressive fundraising and grant-seeking. (StratComm now a key FUSA offering for funders).
- “Salvaged” two full-time jobs and hired one manager and two interns.

## MARKETING DIRECTOR

### American Association for Justice (AAJ)

03/20 - 04/23

Pro-civil justice Member Association representing plaintiff lawyers nationwide; 100+ staff in Washington, DC; annual budget of \$28M+; Firm and Individual membership of 21,000+ including principal/senior partners of largest firms in every state.

#### DAY-TO-DAY

As member of Directors team (reporting to Chief Officers), involved in decision-making for budgets, product development, education curriculum, event planning, fundraising, political messaging, member initiatives and more. Mentored team of 5-7, overseeing strategy, budgets, planning, and marketing SOP for across 14 client departments--requires widest range of expertise to brand and promote wide array of product & service categories, e.g.: membership recruitment & retention, member engagement groups, events, public education, publishing, fundraising, advocacy, more.

#### ACHIEVEMENT HIGHLIGHTS

- EVENTS - WINTER & ANNUAL CONVENTIONS: Executed pivot to 100% virtual event (2020), hybrid (2021), and full in-person (2022). Success: All exceeded revenue goals.
- FUNDRAISING: Planned, re-designed, and executed nationwide "AAJ PAC IMPACT Campaign" (primary fundraising program for the PAC). Success: exceeded targeted revenue goals for FY20 (“most money raised by IMPACT in its history”), FY21, and FY23.
- LEADERS FORUM (represents one-third of entire AAJ Budget revenue): Successfully executed re-brand of Leaders Forum as AAJ's premium brand; new products/services introduced; enhanced promotion campaigns. Success: exceeded revenue and fundraising goals for FY20, FY21, FY22.
- AAJ GROUPS (Sections, Litigation Groups, Caucuses): Executed visual re-brands, engagement campaigns, and launch of new services for members. Success: 5 new Sections, 7 new Litigation groups, increased group rosters by 920+.
- MEMBERSHIP RETENTION: Executed new strategy and retention campaigns. Success: Engagement metrics increase 15%; retention rate increase 84%, (from 81% three yr average).
- STAFF MENTORING:
  - WORKFLOW: Restructured department responsibilities, SOP, workflow and group dynamics; improving morale, productivity, and collaboration across departments.
  - NEW SOFTWARE/PROCESSES: Implemented Monday.com (project management), Lumen5 (video editing/production), Canva (design), Sprout Social (social media management). Success: new services available for members, new types of promotion possible for client departments.
  - TRAINING: Trained new Marketing Coordinator, new Marketing Manager, and mentored 2 Marketing Managers to become Senior Managers.

- **PRESIDENT'S INITIATIVE:** Spearheaded AAJ President's Diversity, Ethnicity and Inclusion initiative, "AAJ Member Firm Pledge to Act." Success: 100% of large firms and 62% of all firms signed pledge to hire larger percentage of minority lawyers.

## VICE PRESIDENT STRATEGIC MARKETING

### US Energy Storage Association (ESA)

09/18 - 03/20

Association representing energy storage utilities and companies nationwide; 10 staff in Washington DC; annual budget of \$6 million; "Agency" membership with CEOs/GMs as primary contacts; includes 190+ public & private companies from across value chain.

#### DAY-TO-DAY

Reporting directly to the CEO, assisted in development of strategic direction for ESA in: products & services, event execution, brand management, member engagement & education, advocacy. Managed MarComm, events, PR & media relations, public education & advocacy comms.

#### ACHIEVEMENT HIGHLIGHTS

- **BRANDING:** Helped launch visual re-brand of ESA, and transition to new website.
- **EVENTS:** Organized, promoted, executed and managed (on-site) ESA's main events: "ESA Energy Storage Annual Conference 2019 (ESACon19)" and "ESA Storage Exchange (STOREX)" trade show. Success: exceeded goals for registration, revenue, vendor participation and sponsorship.
- **PUBLIC EDUCATION:** Executed thought leader campaign. Success: Media-launched two white papers, and increased website traffic for Resources/Research page.
- **ADVOCACY:** Managed promotion for "Policy Forum 2020," ESA's flagship federal policy event. Success: exceeded participation and outreach goals.

## DIRECTOR COMMUNICATIONS & MARKETING

### Nat'l Assn. Clean Water Agencies (NACWA)

08/15 - 09/18

Association representing water utilities nationwide; 35 staff in Washington, DC; annual budget of \$8M+; "Agency" membership with CEOs/GMs as primary contacts. Reach: 330+ publicly owned utilities, 1100+ water facilities, serving 128M people, in 57% of US congressional districts.

#### DAY-TO-DAY

As member of Directors Team, advisory role in: political messaging, public outreach, media relations, membership engagement, events, among others. As MarComm lead: managed budgets, strategy, and operations of both Communications (internal/ external, PR, media) and Marketing (branding, digital, event). Served as writer, editor and final gatekeeper for all public facing content.

#### ACHIEVEMENT HIGHLIGHTS

- **NEW EVENT:** On personal initiative, created/launched new specialty conference: "StratComm: H2O". (lead in conceptualizing, organizing, budgeting, programming). Long term success: Today, conference remains NACWA's second most attended and second highest revenue-generating event.
- **NEW MAGAZINE:** On personal initiative, created/launched new commercial-grade, bi-annual magazine: "The Clean Water Advocate." As Editor-in-Chief, managed concept, budget, production, content, layout, visual design, & distribution. Success: Magazine still a flagship branding property for NACWA to this day.
- **SPEARHEADED INCREASES IN:**
  - Association membership (net) by 20%+ (after 8-year plateau).
  - Attendance to all conferences for three consecutive years.
  - Media placements year-over-year by 6X in 2017, and 9X in 2018.
  - Social media account followers, up 200+% (Twitter, FB, LinkedIn).
- **NEW GRASSROOTS ADVOCACY EVENT:** In collaboration with other water sector organizations—AMWA, AWWA, WateReuse, WEF, WRF—established "Annual Water Week," with signature member activity, "The National Water Policy Fly-In." Success: exceeded participation, outreach goals.
- **BRANDING:** Executed NACWA rebrand (visual, editorial). Leading / directing: concept, messaging, visual design, SOP, and style guide.
- **MEDIA RELATIONS / EARNED MEDIA:** Retooled and expanded media outreach platform; creating new contact lists for national, local DC, and trade media; CISION news monitoring analytics. Success:
  - Increased media mentions: 659 in 2016; 7100+ in 2017; 9800+ in 2018.
  - Notable placements: Time, Washington Post, NYTimes, The Hill, Politico, CNN Money.

## MARKETING & INFORMATION DIRECTOR

### Household Commercial Products Assn. (HCPA)

03/14 - 08/15

Association representing chemical products nationwide; 26 staff in Washington, DC; annual budget of \$6M+. "Agency" membership with CEOs/GMs as primary contacts. Membership: Hundreds of companies, selling \$180B annually, and employing 200k+ people.

#### DAY-TO-DAY

Managed media relations, crisis communications and internal/external MarComm across all departments and product divisions; directed marketing initiatives; supported advocacy, events and member engagement; curated website and grew social media presence; set editorial calendar; advised PR, public outreach and branding.

#### ACHIEVEMENT HIGHLIGHTS

- CRISIS COMMUNICATIONS: At height of media crisis for largest members--e.g., Monsanto lawsuits, Zika outbreak, critical movie release--produced comprehensive media response kits with media research, talking points, templates, and briefing slide decks.
- NEW REVENUE GENERATOR: Created project plan for redesign of the "HCPA Product Ingredients Dictionary" into a subscription-based reference; projected annual earning potential of \$220K.
- EVENTS: Executed campaigns for major conferences--the "CSPA Annual Meeting" and "Mid-Year Meeting"--involving branding, visual design, and new sponsorship models.
- GRASSROOTS PUBLIC EDUCATION: Executed campaign for "National Inhalants & Poison Awareness Week," a public awareness program by affiliate.
- SOCIAL MEDIA: Executed digital campaigns to increase reach. Success: Increased monthly Blog traffic (35%) and LinkedIn followers from 748 to 2200+ (main platform for HCPA).

## DIRECTOR OF MARKETING & PARTNER

### Blue Dot Literary, LLC / Astor + Blue Editions

06/09 - 03/14

Book marketing firm that merged with commercial publishing house producing fiction & non-fiction; print, web, & digital e-book manufacturing.

- ENTREPRENEUR: Founded marketing firm, grew to combined trade publishing company; eventually sold to UK Publisher "House of Stratus."
- MARKET INNOVATION: New (at the time) platform incorporating traditional earned media & retail promo with web-based marketing, content strategy and social media.

## SR. MARKETING MANAGER

### Sourcebooks, Inc.

09/04 - 06/09

Trade publishing house, Chicago, IL.

- SALES: Helped drive company's annual sales revenue increases of 40%+ for five straight years.
- SALES: Successfully marketed 5 NY Times bestsellers, and over 50 "list-leading" titles.

## TV NEWS REPORTER

### KRQE-TV CBS News 13

10/03 - 09/04

Broadcast news channel in Albuquerque, NM. Live reporting, writing, video production.

## TV NEWS REPORTER

### KDSM-TV Fox News at 9

03/03 - 10/03

Broadcast news channel in Des Moines, IA. Live reporting, writing, video production.

## EDUCATION

M.S. BROADCAST JOURNALISM

University of Maryland, College Park

12/02

B.A. JOURNALISM

University of California, Berkeley

05/01

## PORTFOLIO

[www.TonyViardo.com](http://www.TonyViardo.com)

Marketing Plans, Campaigns, Designs, Video, More



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## WORK SAMPLES PORTFOLIO: WWW.TONYVIARDO.COM

### EXECUTIVE COMPETENCIES

#### EXECUTIVE LEADERSHIP

- Organizational brand-building & discipline
- Organizational messaging
- Budget development
- Team-building & mentorship
- Public speaking (advanced)
- Diversity, Equity & Inclusion trained

#### MARKETING

- Strategic branding & messaging [including political]
- Multi-Channel / Integrated marketing
- Digital/Social Media marketing
- Inbound content strategy mgt.
- Video creation / production
- Mobile fundraising

#### PROJECT MANAGEMENT

- PMP / Traditional [Waterfall] & Agile project management
- Event Planning, Programming & Promotion
- Multi-channel / Integrated campaign design and execution

#### COMMUNICATIONS

- Media relations & media training
- PR / Strategic partnerships
- Corporate & Executive communications
- Crisis Communications
- Video creation / production

### SOFTWARE EXPERTISE

#### CRM DATABASE PLATFORMS

- NetForum
- Filemaker Pro

#### MARKETING PLATFORMS

- Marketo
- Salesforce
- Hubspot
- Snowball [fundraising mgt / mobile giving]

#### MARKETING TACTICS

- HL Informz [email marketing]
- MailChimp [email marketing]
- Sprout Social and Hootsuite [Social media management]
- Survey Monkey [Customer feedback]

#### COMMUNICATIONS PLATFORMS

- Soft edge
- CISION

- Higher Logic
- Marketplace

#### PROJECT MANAGEMENT

- Monday.com
- Asana
- Trello

#### VISUAL DESIGN CREATIVE

- Canva
- Adobe Photoshop

#### VIDEO CREATION & EDITING

- Adobe Premiere Pro
- Adobe Premiere Rush
- Lumen5

#### WEBSITE DESIGN / EDIT PLATFORMS

- Sitecore
- Wordpress
- Drupal
- Wix

### REFERENCES

AVAILABLE ON REQUEST