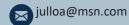
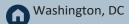
# JUAN ULLOA

**COMMUNICATIONS & PUBLIC RELATIONS** 

#### CONTACT









#### **AREAS OF EXPERTISE**

MULTI-CHANNEL
MARKETING CAMPAIGNS
STRATEGIC
COMMUNICATIONS
PUBLIC RELATIONS
OUTREACH & ENGAGEMENT
STRATEGY
STRATEGIC PLANNING
BRAND DEVELOPMENT
RESEARCH & ANALYTICS
AUDIENCE OUTREACH
CONTENT DEVELOPMENT &
MARKETING
SOCIAL MEDIA
MANAGEMENT

## **EDUCATION**

BA, ADVERTISING - PUBLIC RELATIONS & STRATEGIC COMMUNICATIONS Penn State University State College, PA

AA, CULINARY ARTS &
RESTAURANT MANAGEMENT
The Art Institutes
New York, NY

#### **SUMMARY**

Established, results-driven communications and public relations professional with 30 years of experience supporting the successful development, placement, and management of high-impact marketing, full-range communication, and carefully cultivated brand outreach strategies in a diverse range of corporate, non-profit, and political arenas

A complex decision-maker, management professional, and leader with the ability to successfully engage the development of persuasive and influential multi-channel messaging, advertising, and marketing content while introducing actionable solutions and strategies for achieving established goals based on audience, market, and trend data analysis

A forward thinker with well-honed media marketing skills and an ability to promote brand awareness, facilitate engagement, and develop content for print and digital distribution seeking to leverage experience and expertise to pursue a director-level public relations role offering challenging opportunities

# **PROFESSIONAL STRENGTHS & QUALIFICATIONS**

#### **Public Relations**

- Introduced actionable engagement and outreach strategies designed to increase visibility, facilitating conversations with key stakeholders in support of short- and longterm objectives on behalf of the Office of Councilmember At-Large Robert C. White Jr.
- Designed both short- and long-term solutions for the engagement of communication, media, and public relations campaigns across all platforms
- Facilitated the development of strategic initiatives for improved public relations, demonstrating an ability to work independently, but still communicate effectively across department teams
- Coordinated events including overseeing the logistical planning and execution of meet and greets designed to garner support and improve stakeholder and public relations
- Managed relationships and communications with stakeholders, vendors, and outside agencies to assure synergy

#### **Marketing Communications**

- Exhibited a comprehensive knowledge of marketing communication and industry trends while supporting the development of marketing campaign content and strategies
- Provided oversight of marketing campaign and strategy development, offering insight into best practices for increasing market exposure and expanding business reach that resulted in more than \$1.2M in annual sales revenue for Civil Cigar Lounge
- Oversaw the planning and execution of marketing communications and engagement strategies across all product lines, offering insight into increasing exposure to global clientele, effectively contributing to more than \$2.2M in annual sales revenue while serving as the Director of Marketing Communications at W. Curtis Draper Tobacconist
- Established an understanding of requirements, objectives, and goals to design creative solutions for marketing messaging to target audiences, demonstrating a strategic, forward-thinking, and high energy approach to optimizing engagement strategies
- Streamlined strategic planning and execution objectives, compressing them into implementable goals designed to build influencer-level narratives, increase resources, and modernize processes for communications and marketing initiatives

#### Social Media & Web Strategy

- Established a web presence designed to expand brand reach, developing innovative content for use across digital and social media platforms and advising on best practices for maintaining brand visibility
- Developed content for distribution across multiple social media platforms, conceptualizing marketing copy that reaches target audiences and expands brand reach
- Integrated digital and print marketing content designed to encourage audience engagement and improve click-through rates, social media reach, and brand growth

#### **JUAN ULLOA**

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## PROFESSIONAL STRENGTHS & QUALIFICATIONS (CONT'D)

#### Brand Development

- Improved domestic and international brand awareness through execution of omni-channel campaigns utilizing email marketing, creative online advertising, and targeted collateral materials designed to expand audience reach
- Contributed to the conceptualization of brand strategy and management plans aimed at increasing awareness, engagement, and positive association
- Reviewed operational performance to identify strengths and weaknesses within business structure and develop actionable solutions for maximizing brand growth, improving consumer engagement, and driving sales

#### WORK HISTORY

**COMMUNITY ENGAGEMENT SPECIALIST, IMMEDIATE OFFICE,** Office of the Attorney General for the District of Columbia | Washington, DC | Jan 2023 – present

**COMMITTEE ANALYST II, TRANSITION TEAM OF ATTORNEY GENERAL-ELECT BRIAN L. SCHWALB,** Office of the Attorney General for the District of Columbia | Washington, DC | Nov 2022 – Dec 2022

CAMPAIGN MANAGER & COMMUNICATIONS DIRECTOR, Gordon For Ward 5 Council | Washington, DC | Oct 2021 - Jun 2022

**COMMUNITY OUTREACH SPECIALIST, OFFICE OF COUNCILMEMBER AT-LARGE ROBERT C. WHITE JR., Council of the District of** *Columbia* | Washington, DC | Feb 2018 - Feb 2019

DIRECTOR, MARKETING COMMUNICATIONS, Civil Cigar Lounge | Washington, DC | Jul 2015 - Sep 2019

DIRECTOR, MARKETING COMMUNICATIONS, W. Curtis Draper Tobacconist | Washington, DC | Apr 2010 - Jul 2015

FOUNDER, Directive Social Media | Washington, DC | Apr 2010 - Jul 2015

PUBLIC RELATIONS DIRECTOR, Rosa Mexicano Restaurants | New York, NY | Jun 2005 - Mar 2006

**COMMUNICATIONS & MARKETING SPECIALIST,** Catholic Charities of the Archdiocese of New York | Jul 2002 - Mar 2003

PRESIDENT & CEO, TCD Public Relations, Inc., | New York, NY | Mar 1996 - Dec 2001

PUBLIC RELATIONS ASSOCIATE, Vorhaus & Company, Inc., | New York, NY | Jan 1995 - Mar 1996

PUBLIC RELATIONS ASSOCIATE, 3M | New York, NY | Jun 1991 - Jun 1994

#### PROFESSIONAL DEVELOPMENT & TRAINING

**HOOTSUITE PLATFORM CERTIFICATION,** Hootsuite Academy | 2021

GOOGLE UNIVERSAL ANALYTICS ESSENTIAL TRAINING (2020), LinkedIn | 2021

SEO FOUNDATIONS, LinkedIn | 2021

INTERNET RESEARCH, CITI Program | 2021

SOCIAL AND BEHAVIORAL HUMAN SUBJECTS RESEARCH, CITI Program | 2021

## PROFESSIONAL AFFILIATIONS

CHAIRPERSON, Ward 2 Democrats | Nov 2021 - present

**EXECUTIVE BOARD MEMBER & COMMUNICATIONS OFFICER, DC Latino Caucus | Apr 2021 – present** 

**MEMBER,** Public Relations Society of America (PRSA) | Feb 2021 - present

CO-CHAIR, ADVOCACY COMMITTEE, School Home Association of Duke Ellington School of the Arts | Aug 2020 – Aug 2022

TRANSITION COMMITTEE MEMBER, Office of Councilmember At-Large Robert C. White |r | Nov 2016 - |an 2017

MEMBER, BOARD OF TRUSTEES, Cardinal Hayes High School | Sep 2009 - present

#### TECHNICAL SKILLS

WEB TOOLS: Drupal, WordPress, Squarespace, Canva

**SOCIAL MEDIA:** Hootsuite, LinkedIn, Facebook, Twitter, Instagram

SOFTWARE: Apple Suite, Microsoft 365

MARKETING TOOLS: Google Ads, Facebook Ads, Google Analytics, Constant Contact, Mailchimp DATA ANALYSIS TOOLS: IBM SPSS Statistics, Qualtrics, Minitab, NGP VAN, VoteBuilder, MiniVAN