



# JUAN ULLOA

COMMUNICATIONS & PUBLIC RELATIONS

## CONTACT

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 917.692.4611

 Washington, DC

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## 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 long-term 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

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### PROFESSIONAL STRENGTHS & QUALIFICATIONS (CONT'D)

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#### *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

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**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

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**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

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**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 Jr** | Nov 2016 - Jan 2017

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

### TECHNICAL SKILLS

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**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