

Rob D'Amico
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Summary of Experience

- Writing for journalism, media relations, business internal communications, nonprofit advocacy organizations, advertising, public relations and marketing. Extensive experience in media relations, writing press releases and op-eds, developing relationships with reporters.
- Public policy work for nonprofits focused on transportation, mobility, and land use.
- Creative campaign development in digital marketing, social media and email marketing/advertising, and mastery of design principles and software for web development and print production.
- Direct experience supervising staff, managing complex projects, fundraising and developing/monitoring budgets.

Creative Engagement

Current work focuses on developing innovative means to engage and mobilize membership in the state's second largest teacher organization by:

- Leveraging email marketing and advocacy/fundraising software with social media and video production to spur members to take action in political campaigns.
- Using online advertising and public relations to enhance our brand and attract new members.

If I had to pick just one key talent to highlight...

- Quickly digesting a large quantity of complex information and finding creative ways to communicate it quickly and effectively.

Experience

COMMUNICATIONS

April 2004 – Present

Texas American Federation of Teachers • Austin, TX

Communications Director

Manage all communication efforts for 65,000-member teacher organization. Develop all creative elements for Web, digital marketing, social media management and advertising, video production, and online political action and fundraising campaigns. Responsible for all PR and media relations.

1/1994 – 8/1995

Capital Metropolitan Transportation Authority • Austin, TX

Community Relations Supervisor

Supervised community relations staff for light rail transit proposal. Coordinated public involvement, media relations, development of brochures, newsletters, fact sheets, videos, video teleconferences, meeting coordination and all other public information and community relations efforts for light rail. Managed consultants and contracted projects.

2001 – 2004

Communications Consulting • Austin, TX

Founded and served as chief consultant for Transportation Management Group, which focused on marketing and managing alternative transportation programs for the public and private sector. Work included clean air initiatives for the Clean Air Force of Central Texas, community workshops for Capital Metro, and management of the Trans Texas Alliance, a nonprofit that provided pedestrian safety audits for the Texas Department of Transportation.

1996 – 2002

D’Amico • Writing / Web Design / Video Production • Worldwide

Wrote web content, designed/developed sites and produced videos for area businesses. Wrote copy for promotions, fund-raising campaigns and press releases.

WRITING

1996 – Present

Writer • Worldwide

Author magazine/newspaper articles (Recent work includes pieces for the *Austin Chronicle* and *Austin Monthly* magazine.)

Previous positions included:

- Managing Editor for the Texas Historical Commission’s *Medallion* magazine
- Book Editor/Ghost Writer for Jerry Hall and Chin-Ning Chu
- Newspaper reporter and editor for the *Boerne Star*, *Oakland Montclarion*, *Berkeley Voice*, *Beeville Bee-Picayune*, *the Austin Light*, and *The Daily Texan*.

EDUCATION

9/1999 – 5/2000

Film Studies
Austin FilmWorks

1/1991 – 12/1991

Graduate Film Studies
San Francisco State University
San Francisco, California

9/1984 – 6/1988

Bachelor of Journalism
The University of Texas
Austin, Texas

ADDITIONAL SKILLS

- Basic Spanish
- Social media management (Hootsuite) and social media advertising
- Software: Microsoft Office, InDesign, Photoshop, Dreamweaver, WordPress
- Basic coding (HTML, some php)
- Film and video production/scripting, digital video editing

ACTIVITIES

Active in neighborhood associations; Founder of bicycle advocacy nonprofit (Bike Austin); Member of City of Austin’s Imagine Austin Comprehensive Plan Task Force.