

Brand Communications and Media Relations Professional

Results-driven professional with extensive experience in leading branding, communications, and media relations strategies to maximize brand recognition and revenue in domestic and international markets.

Adept at providing valuable insights and strategies to promote brands, and to determine marketing and communications goals. Skilled in exploring new opportunities for brands in domestic and global markets to improve revenue. Leadership stature demonstrated by developing branding/marketing agency and e-commerce business. Expert at developing strong relationships with media outlets, internal teams and external contractors. Proficient in Italian and conversant in French.

- Strategic Planning & Implementation
- Media Relations
- Branding
- Communications & Marketing Campaigns
- Copy Writing
- Creative Direction

Experience

2022 – 2024

Bassett Healthcare Network

Public Relations Manager

Mission: improving the health of its patients and the wellbeing of its communities

Built productive media relationships, developed and implemented communications strategies, initiated and wrote brand-building press communications, and gained significant coverage in consumer and trade outlets. Successfully pitched and placed media interview with key personnel. Built extensive targeted media contact lists and generated campaign results reporting. Developed themes and wrote annual reports.

2020 – 2022

Empire State Greenhouses, LLC, New York

Chief Communications and Marketing Officer

Mission: to build and operate the world's first carbon negative, renewable energy powered vertical farm.

Originated branding and strategy for communications with press, public, and investors including website, social media, videos, investor presentations, and supporting material. Cultivated media and community relations with relevant outlets and officials.

2015 – 2020

SUNY Cobleskill / State University of New York College of Agriculture and Technology, Cobleskill

Director of Communications and Marketing

Mission: to cultivate students to positively affect the cultural, economic, natural, and technological forces in their lives.

Developed strategic communications planning across media to advance college's reputation. Created and implemented new direction for recruitment marketing. Led media relations to advance the college's reputation. Achieved coverage in Wall Street Journal, NPR, Associated Press. Directed creative staff and contractors.

1990 – 2015

Jim Feldman Creative Direction, New York

Founder, Director

Mission: to build, launch, and nurture category-leading brands with a global perspective and uncompromising standards.

Originated and directed strategies, branding, positioning, marketing, communications, advertising, exhibit, and media campaigns for category leaders. Long-term consulting creative director for World Gold Council.

2010 – 2015

The Ingredient Finder, New York

Founder, Director

Mission: to bring the world's finest ingredients and the knowledge to unlock their potential to the American home cook.

Created TheIngredientFinder.com, providing authentic global ingredients and guidance from celebrated chefs.

2014 – 2014

Italian Trade Commission, New York

Consultant

Mission: Italian government agency entrusted to facilitate contacts between Italian companies and the rest of the world.

Provided expertise to Italian food producers to expand brand recognition to US retailers and consumers.

2012 – 2014

America's Test Kitchen, Boston

Consultant

Mission: to test the techniques, tools, and ingredients needed to succeed in the kitchen.

Sourced and built an extensive private-label merchandise selection of fine global ingredients for ATK's audience.

Education

The Cooper Union, Bachelor of Fine Arts, New York

Pro Bono

Schoharie County Arts, Member Emeritus, Board of Directors

God's Love We Deliver, Member Emeritus, Board of Directors / AIDS Vaccine Rides, Long Distance Cyclist