



Vanessa Castrogiovanni, MBA

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BIO

Passionate communicator with over 15 years of public relations and marketing experience. Skilled at creating strategic communications in the public, private, non-profit, and higher education sector.

EDUCATION

Graduate Certificate in Global Strategic Communication

University of Florida
August 2020

Master of Business Administration
Nova Southeastern University
January 2009

Bachelor of Arts in Psychology
Criminal Justice and Biology Minor
Florida International University
April 2007

SKILLS

News Releases, Storytelling, Media, Internal/External Communications, Digital Marketing, Proofreading, Public Speaking, Brand & Project Management

Graphic Design, Web Design, HTML, Google Analytics, Adobe InDesign, Illustrator, Spark, Photoshop, Canva, Constant Contact, Mail Chimp, Microsoft Office Suite, Dreamweaver, Sprout Social

Highly proficient in speaking, writing, and reading Spanish

PROFESSIONAL EXPERIENCE

Planned Career Break

March 2021 – Present

- Energized to re-enter the workforce after taking an intentional pause to focus on full-time caregiving
- Served as Co-Chair of the Public Relations Student Society of America & New Professionals (Tampa Bay Chapter), providing mentorship and career guidance
- Served on the Steering Committee for the Digital Marketing Certificate Program at University of South Florida collaborating with faculty and administration to ensure the curriculum aligns with real-world job skills to provide the greatest value for students

Lead Communications Coordinator

Pinellas County Clerk of the Circuit Court and Comptroller, Clearwater, FL
(remote – hybrid)
February 2014 – March 2021

- Revised over 250 printed and digital collateral in the first 60 days for brand alignment, content accuracy and graphical modernization
- Expanded agency's digital footprint by tripling the social media channels and community connections with strategic storytelling and calendaring key events to foster transparency and social listening
- Grew online presence with a 60% increase in social media followers, a 50% increase in social media shares and a 45% increase in website traffic
- Tripled communication channels for juror reporting information by building on the call-in system, and incorporating social media and website postings
- Created marketing opportunities reaching more customers via media events, speaking engagements, fundraisers, social campaigns, and special projects
- Facilitated cross-department knowledge and best practice sharing by developing informational segments in collaboration with 17 departments
- Led a 10-person team to build a responsive website using in-house talent saving the office \$20,000-\$40,000 in addition to future maintenance costs
- Reduced Call Center inquiries by 30% utilizing customer complaints and comments to fine-tune the site's User Interface (UI) and User Experience (UX)
- Redesigned internal and external newsletters while doubling the open rate
- Wrote attention-grabbing press releases and served as spokesperson
- Drafted executive communications and emergency responses
- Supervised and trained interns and new employees
- Invited to serve on the Pinellas County Professional Development Advisory Council providing input on developmental needs for all 500 employees

Criminal Court Records Specialist II

Pinellas County Clerk of the Circuit Court and Comptroller, Clearwater, FL
April 2012 - February 2014

- Processed various court documents and redacted sensitive case information
- Served on the Odyssey Committee (new case management system) for feedback and form-building expertise
- Trained department volunteers and new hires
- Transitioned from volunteer to employee within 90 days and promoted to Communications Coordinator in 2014

Volunteer Marketing & Communications Manager

Tampa City Ballet, Tampa, FL
(remote)
July 2019 – January 2020

- Helped design the company's visual identity and ensured brand alignment when creating marketing collateral including brochures, flyers, presentations, posters, and postcards
- Wrote press releases, social media posts, and newsletters which increased social shares by 30%
- Revamped fundraising efforts by drafting appeal letters which doubled individual and corporate giving
- Oversaw the website and social media guru volunteer

Match Manager/Match Support Specialist

Big Brothers Big Sisters of Tampa Bay, Largo, FL
(remote)
February 2010 – July 2012

- Managed over 95 community-based mentoring relationships between adult volunteers and at-risk youth in Citrus, Hernando, and Pinellas County
- Assisted with marketing and communication strategies tripling Spanish-speaking participants in the program
- Organized match events, fundraisers and outreach efforts leading to a 10% increase in volunteer sign-ups
- Wrote feature stories and articles for the agency's monthly newsletter
- Monitored program matches for compliance and documented policy infractions on a monthly basis
- Compiled case plans assessing match health and progress with over 80% reaching milestone anniversaries
- Trained new employees and volunteers

Communications/Business Assistant

Randy L. Furshman, DDS, Miami, FL
December 2004 – April 2007

- Grew customer base by 20% by creating customer-focused marketing and communication plans
- Served as the shadowing program liaison for over 40 pre-dental students
- Supervised 5 front desk staff and managed office supply inventory leading to a reduction of loss
- Planned weekly/monthly income goals and set appointments accordingly
- Proofread and organized treatment plans

PROFESSIONAL AFFILIATIONS & COMMITTEES

2021 - Present: Steering Committee Member, Digital Marketing Certificate Program - University of South Florida
2018 - Present: Co-Chair, Public Relations Student Society of America & New Professionals (Tampa Bay Chapter)
2017 - 2021: Member, Workforce Connections Committee - Pinellas County
2010 - Certified Youth Worker: Completed BEST Initiative Youth Development Training Program