

# MICHAEL MARINACCIO

SR. ADVISOR / CHIEF COMMUNICATOR / CHIEF OPERATING OFFICER

## STATEMENT

Michael is a builder and quant. Having worked **over 12 years** in political technology, he has raised and spent tens of millions of dollars for candidates and causes. He has built and managed medium-sized companies and campaigns, and overseen huge financial gains for his clients and principals. In the 2020 cycle alone, he helped **raise over \$42 million**, nearly doubling the company's \$24 million budget. Michael enjoys hiring amazing people, building strong teams, and generating profit for companies who put their customers first. If you're looking for someone you can trust, Michael is an asset in any board room.

## EXPERIENCE

Feb. 2023 - Present

### THE CATHOLIC UNIVERSITY OF AMERICA, ARCHITECTURE SCHOOL

#### Sr. Advisor & Head of Communications

Michael works directly with dean to set long-term vision, philanthropic goals, and organize priorities to position **250+ student school** for growth. Additionally, he oversees all school communications, setting the message, tailoring goals, and executing across multiple platforms to increase admissions.

Sept. 2019 - Jan. 2023

### DATA TRUST

#### Chief Operating Officer

Michael ran day-to-day operations for a **45+ person, \$12 million per year**, political data company, setting company vision, making key decisions, and developing overarching goals. Twice, he served as acting CEO. In its most successful cycle to date, Michael helped raise over **\$42 million** (2019-2020).

Oct. 2018 - Present

### MAGNITUDE CONSULTING

#### Founder & CEO

Over 6 years, Michael's communications company has served **30+ clients, including Congressmen, Super PACs, nonprofits, universities, and companies** across the country. He provides his clients with financial, political, and communications expertise to devise a successful strategy to win.

Oct. 2017 - Oct. 2018

### FLORIDA GUBERNATORIAL RACE

#### Deputy Campaign Manager

Absent a campaign manager, Michael oversaw a statewide campaign for governor, tracking **\$30 million** in staff, media purchases, and infrastructure across three legal entities.

## CONTACT

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## EDUCATION

2005 - 2009

### BACHELOR OF ARTS, POLITICAL PHILOSOPHY

Coastal Carolina University

## TECHNICAL SKILLS

**Advertising & Social:** Programmatic Ads, Facebook Ads, Google/YouTube Ads, Twitter (X) Ads, Hootsuite, SproutSocial

**CMS/CRM:** Hubspot, WordPress, Drupal, NationBuilder, Contentful, Cascade, Salesforce, Highrise, and more

**Data:** AWS, Azure SQL, Python, STATA, SPSS, SAS, R

**Design:** Adobe Photoshop, Illustrator, InDesign, Lightroom

**Development:** HTML, CSS, Javascript, PHP/MySQL

**Language:** English (Native), Spanish (B1)

**Organizational:** Asana, BambooHR, Braintree, Discord, EventBrite, Expensify, MailChimp, Microsoft Suite, Monday, Slack, Trello, Quickbooks, WordPress

**Video:** Adobe Premiere Pro, After Effects, & Audition; Final Cut, Wirecast, OBS, DeepFace Labs / Machine Learning

## REFERENCES

### Mark Ferguson

Dean, Ordinary Professor, The Catholic University of America

T: 917 991 4162

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### Thomas Peters

Founder & CEO, RumbleUp

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**FULL CV AVAILABLE UPON REQUEST**