

MICHAEL MARINACCIO

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WORK EXPERIENCE

Senior Advisor, Catholic University of America, School of Architecture Apr. 2023 – Present

- Works directly with school's dean to set long-term vision and organize priorities to position school for growth.
- Oversees all school communications, setting message, tailoring goals, and executing across multiple platforms.
- Produces talking points and writes speeches for dean & faculty; coordinated and wrote school mission statement.
- Interviewed major stakeholders and assessed all tools/systems to produce comprehensive communications audit.

President & Founder, Magnitude Consulting Oct. 2018 – Present

- Manages full-service firm providing advertising, design, web design, videography, branding, and online strategy.
- Creates vivid video creative for television and digital advertising, including campaigns, PACs and Hill offices.
- Builds and deploys branding across platforms, including the creation of collateral and merchandise production.

Chief Operating & Strategy Officer, Data Trust Sept. 2019 – Jan. 2023

- Oversaw day-to-day operations, setting company vision, making key decisions, & developing overarching goals.
- Served as Acting CEO during two transitions, directing company activities under the supervision of the Board.
- Managed relationships and communicated with all stakeholders and clients to resolve issues before they happen.
- Directed \$30 million budget for 40+ staff, data acquisition, infrastructure, vendors, administration, and R&D.
- Coordinated internal communications to ensure a motivated and safe environment for local and remote staff.
- Instituted dynamic processes that achieved historic 2020 revenue: \$3.5MM in sales and over \$2.5MM in profit.
- Planned and executed new company initiatives, including leadership briefings, business development pipelines, and established product department in response to an expanding need to innovate & modernize infrastructure.

Deputy Campaign Manager, Adam Putnam for Governor Nov. 2017 – Oct. 2018

- Built and tracked \$30 million budget for 35+ staff, media purchases, and infrastructure across three legal entities.
- Engineered custom data infrastructure to combine fundraising, online, and field, totaling over 170,000 FL voters.
- Maintained top stakeholder relationships, informing on campaign strategy, fundraising, and return on investment.
- Managed 11 internal campaign staff and supervised a 16-person field team and 15 outside consultants & vendors.
- Developed data-focused messaging strategy, overseeing creative and placement of \$6.5 million online ad budget.

Sr. Digital Director, Media & External Relations, U.S. Chamber of Commerce Dec. 2016 – Nov. 2017

- Coordinated a 25-person communications team, overseeing planning and execution of Chamber online strategy.
- Consulted for 20+ internal department teams on best practices in digital ad buying, social media, and marketing.
- Oversaw the effort to build a comprehensive email program to capture, build, and remarket to custom audiences.
- Performed an internal audit of digital capabilities to provide recommendations on data use and modernization.
- Assisted Chamber spokeswoman to develop messaging, write releases, and execute earned media campaigns.

Creative Director, National Republican Senatorial Committee Feb. 2015 – Dec. 2016

- Managed team of six, overseeing rapid response communications, writing, graphic design, and video production.
- Increased website traffic by 157% from Facebook, 1,556% from Twitter, and aided in acquiring > 400k emails.
- Led video/ad production effort: writing, directing, producing, and editing TV/web ads for national distribution.

Digital Communications Director, Thom Tillis for Senate Sept. 2014 – Nov. 2014

- Created and communicated the brand of Thom Tillis online and in email to successfully impact voter decisions.
- Set up voter outreach program online, coordinating staff to foster one-to-one relations with over 600 volunteers.
- Managed email and online fundraising, raising \$1,270,000 in 47 days, 14% of total raised in the 2014 cycle.

Digital Director, Committee on Transportation & Infrastructure

May 2013 – Feb. 2015

- Managed committee design, messaging, and strategy, leading to the passage of ten Bills and four Public Laws.
- Created branded content to promote the committee, documenting activity via written, photo, video & live stream.
- Set the bar for House Republican digital efforts, including nationally trending #StuckInTraffic with Sec. Foxx.

Deputy Political Director, Total Spectrum/Steve Gordon & Associates

Jan. 2012 – May 2013

- Managed fundraising for the political workshops of Rep. Cory Gardner, Sen. Jon Kyl, Rep. Jo Ann Emerson, and Rep. Jason Smith, as well as Senate Majority Fund PAC, Project West PAC, and GrowMo PAC, respectively.
- Managed all financial responsibilities for \$150k/year fundraising budget and \$300k/year consulting budget.

Intern, The Heritage Foundation: Heritage Action for America

Sept. 2011 – Jan. 2012

- Oversaw design and coordination of new scorecard website; and handled Heritage Action online presence.
- Conducted 3-4 grassroots & marketing projects at a time, both independently and as a team.
- Regularly managed communications with thousands of activists via phone, email, blogs, and social media.
- Promoted Heritage at events, viz., Value Voters, Heritage President's Club, & Americans for Prosperity.

Haller Summer Fellow, Capital Research Center

Sept. 2011 – Jan. 2012

- Actively led public policy research, editing, proof-reading and writing for 4 publication deadlines a month.
- Independently authored "[The War on Corporate Campaign Spending](#)," mentioned in The Washington Times.

OTHER EXPERIENCE

Public Speaking and Writing

Jan. 2012 – Present

- Invited to speak on panels, teach digital communications, and write on the intersection of philosophy and tech.
- Paid to write for Medium's premium membership, including, "[The Telegraph Changed How You Spend Your Time](#)" and "[Silicon Valley's Obsession with the Future Is Older Than You Think.](#)"
- Regularly publishes short web articles for Substack, "[Analog Crusade.](#)"

SKILLS & SOFTWARE EXPERIENCE

Design: Adobe Photoshop, Illustrator, InDesign, Lightroom, and Acrobat; dozens of merchandise platforms

Video: Adobe Premiere Pro, After Effects, & Audition; Final Cut, Wirecast, OBS, DeepFace Lab

Data/Development: HTML/CSS/Javascript, PHP/MySQL, Azure SQL, Python

Ads/Social Media: Buffer, Hootsuite, Sprout Social, Facebook Ads, Google Ads, Twitter (X) Ads

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

Organizational/Other: Google Asana, Braintree, Discord, Monday, Slack, Trello

EDUCATION

Coastal Carolina University - Conway, SC

2005 - 2009

Bachelor of Arts, Political Science with a Minor in Psychology

Graduated with Honors