

MICHAEL MARINACCIO

FOUNDER / COMMUNICATOR / CHIEF OPERATING OFFICER

STATEMENT

Michael is an operator and a builder. Having worked **over 13 years** with political leaders, he launched his communications consulting company, **MAGNITUDE CONSULTING**, from scratch in 2018. Michael has served **40+ clients, including Congressmen, Super PACs, nonprofits, universities, and companies** across the country. He has raised and spent tens of millions of dollars for candidates and causes; built and managed companies and campaigns; and overseen huge financial gains for his clients and principals. In the 2019-2020 Michael helped **raise over \$42 million**, doubling his budget. Michael enjoys hiring amazing people, building strong teams, and creating processes that last. If you're looking for someone you can trust, Michael is an asset in any board room.

EXPERIENCE

Aug. 2018 - Present

MAGNITUDE CONSULTING Founder & CEO

Over 6 years, Michael's consulting company has served **30+ clients, including Congressmen, Super PACs, nonprofits, universities, and companies (and beyond)** across the country. He provides his clients with financial, organizational, and communications expertise to devise a successful strategy to **build organizations, recruit talent, raise money, and win.**

Michael serves/ed as an **advisor** to four U.S. House committee chairman races, including includes:

TIM WALBERG FOR EDUCATION & WORKFORCE

BILL HUIZENGA FOR FINANCIAL SERVICES

ADRIAN SMITH FOR WAYS & MEANS

MIKE ROGERS FOR HOUSE ARMED SERVICES

Feb. 2023 - Nov. 2024

THE CATHOLIC UNIVERSITY OF AMERICA, ARCHITECTURE SCHOOL Sr. Advisor & Head of Communications

Michael serves the dean to set long-term vision, philanthropic goals, and priorities to increase fundraising and admissions in a 250+ student school. He conducted a school audit, **built a communications dept. from scratch, recruited/hired staff, and implemented organizational efficiencies to modernize internal comms., event management, and other SOPs.**

CONTACT

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EDUCATION

2005 - 2009

**BACHELOR OF ARTS,
POLITICAL PHILOSOPHY**
Coastal Carolina University

TECHNICAL SKILLS

Advertising & Social: Programmatic/DSP (various), Facebook, Google/YouTube, and Twitter (X) Ads; Hootsuite and more.
CMS/CRM: Hubspot, WordPress, Drupal, NationBuilder, Contentful, Cascade, Salesforce, Highrise, and more.
Data: AWS, Azure SQL, STATA, SPSS, SAS, R.
Design: Adobe Photoshop, Illustrator, InDesign, Lightroom.
Development: HTML, CSS, Javascript, PHP/MySQL, Python.
Languages: English (Native), Spanish (B1).
Organizational: Asana, BambooHR, Braintree, Discord, EventBrite, Expensify, MailChimp, Microsoft Suite, Monday, Slack, Trello, Quickbooks, WordPress, and more.
Video: Adobe Premiere Pro, After Effects, & Audition; Final Cut, Wirecast, OBS, DeepFace Labs / Machine Learning.

REFERENCES

Mark Ferguson
Dean, The Catholic University of America
T: 917 991 4162
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Thomas Peters
Founder & CEO, RumbleUp
T: 202 805 5112
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MICHAEL MARINACCIO

FOUNDER / TECHNOLOGIST / CHIEF OPERATING OFFICER

EXPERIENCE CONT.

Sept. 2019 - Jan. 2023

DATA TRUST Chief Operating Officer

Michael ran day-to-day operations for a **45 person, \$24 million per cycle**, political data company; setting company vision, making key decisions, and developing overarching goals. **Twice he served as acting CEO**. In the company's most successful cycle to date (2019-2020), he helped **raise over \$42 million** through key investments in three departments he created.

Michael wrote the company's first budget, managed the revenue dashboard for the board, rebuilt the onboarding and training processes, and oversaw the implementation of two organizational management tools: Monday.com and Jira.

Feb. 2019 - Sept. 2019

RUMBLEUP Sr. Advisor

Michael **assisted CEO in advancing his strategic vision, branding, staffing, web development, and marketing**. He deployed marketing that increased return on investment by over 400% and brought the company's product to new markets.

Oct. 2017 - Oct. 2018

ADAM PUTNAM FOR GOVERNOR Deputy Campaign Manager

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

Dec. 2016 - Oct. 2017

THE UNITED STATES CHAMBER OF COMMERCE Sr. Digital Director, Media & External Relations

Michael coordinated a **25-person communications team**, overseeing planning and execution of Chamber's online strategy, and consulting for 20+ internal department teams.

Feb. 2015 - Dec. 2016

THE NATIONAL REPUBLICAN SENATORIAL COMMITTEE Creative Director

Michael **managed a team of six**, overseeing rapid response communications, writing, graphic design, and video production.

He **implemented Asana as a work management tool to increase staff productivity**. Michael also led the film studio, coordinating shoots with U.S. Senators from the GOP Conference. He also led ad production effort: writing, directing, and producing over 85 TV/web ads for national distribution.

Sept. 2014 - Dec. 2014

THOM TILLIS FOR SENATE Digital Communications Director

Michael built and communicated the brand of Thom Tillis online and in email to and successfully impact voter decisions. He managed email and online fundraising, **raising \$1.2 million in 47 days (14% of total raised) and drove GOTV efforts online to narrowly win the election by 45,608 votes**.

May 2013 - Feb. 2015

U.S. HOUSE COMMITTEE ON TRANSPORTATION AND INFRASTRUCTURE Digital Director

Michael managed committee design, messaging, and strategy, leading to the passage of **ten Bills and four Public Laws**.

He created branded content to promote the committee, documenting activity via written, photo, video & live stream — setting the bar for House Republican digital efforts, including nationally trending #StuckInTraffic with Sec. Foxx and the first committee in U.S. Congress to stream on YouTube.

Jan. 2012 - May 2013

STEVE GORDON & ASSOCIATES Deputy Political Director / Director of Public Affairs

Michael 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.

INTERNSHIPS

Sept. 2011 - Jan. 2012

THE HERITAGE FOUNDATION Intern, Heritage Action for America

Michael oversaw design and coordination of new scorecard website; and handled Heritage Action online presence. He also regularly managed communications with thousands of activists via phone, email, blogs, and social media.

Sept. 2011 - Jan. 2012

CAPITAL RESEARCH CENTER Haller Summer Fellow

Michael actively led public policy research, editing, proof-reading and writing for four publication deadlines a month. He independently authored "The War on Corporate Campaign Spending," mentioned in The Washington Times.