

Justin Rinaldi

Website: www.justinrinaldi.com • Phone: 262-649-6658 • LinkedIn: [linkedin.com/in/jtrinaldi](https://www.linkedin.com/in/jtrinaldi) • Email: jtrinaldi@gmail.com Address: 1905 Cedar St. Apt #404. Richmond, VA 23223

Profile

Analytically minded Communication Manager. I presently oversee all marketing and communications efforts at the American Council of Engineering Companies of Virginia (ACEC/VA). I've increased website traffic by 150% since I started in December 2017 through the implementation of targeted marketing strategies and by re-branding our organization.

Education

Bachelors of Science - Graphic Communication
Western Illinois University, Macomb, Illinois

Graduated: August 2017

Associates of Applied Science – Web & Digital Media Design
Waukesha County Technical College, Pewaukee, WI

Graduated May 2015

Core Competencies: Adobe Creative Suite, Adobe, Acrobat, QuarkXPress, JavaScript/JQuery, HTML5/CSS, Bootstrap, Website Management, Database Management, Content Creation, Social Media, Marketing Strategies, Re-branding, Email Marketing, MailChimp, Constant Contact, GoToMeeting, PolyCom, HootSuite, Analytical Marketing, Website Management, Microsoft Excel, Preparing and writing Executive Reports based off statistical analysis, A/B Testing, Relationship Building, Power Point.

Professional Experience

American Council of Engineering Companies of Virginia Communications & Marketing Manager

December 2017-Present

- Increase website traffic by evaluating trends and implementing marketing and communications strategies using a CRM, excel, and google analytics which which increased website traffic in 2018 by 150% compared to 2016 & 2017
- Oversee all digital communications, and marketing efforts of ACEC/VA an organization representing the interests of 100 engineering firms.
- Author and receive a proclamation from Governor Ralph Northam celebrating ACEC/VA's celebration of 50 years.
- Initiate a re-branding of ACEC Virginia marketing materials which I designed including pocket folders, brochures and newsletters
- Develop a script on the states top 15 Engineering Projects at ACEC/VA's Engineering Excellence Awards (EEA) Gala from executive summaries which were read aloud by our presenters 1.5 minutes each).
- Create a new WordPress site for the Virginia Engineers Conference
- Create and manage relationships with members and perspective members.
- Organize meetings, setting the agenda and typing meeting minutes after the meeting.
- Develop presentations in PowerPoint for executive meetings.

Virginia Department of Health - Office of Health Equity

Communications Manager

June 2017 to October 2017

- Wrote an article which was featured in the State Health Commissioner's Weekly Message for my effort in coordinating the Office of Health Equity's Culturally Linguistically Appropriate Services (CLAS) Summer Training Series.
- Maintained a 65% open rate on all email newsletters.
- Authored Decision Memorandum's on behalf of our Office to the Governor.
- Designed tablecloth banners, stand up posters and large banners for conventions.
- Created logos for special events such as the 2017, 25th anniversary of the State Office of Rural Health.
- Revitalize dormant social media channels.
- Created and managed weekly E-Newsletters to stakeholders.
- Published content after evaluating input from 16 other coworkers and their programs that our office supports to establish a clear and
- Authored articles which appeared in the Commissioner's newsletter

St. Cloud Rox Baseball

May 2016 to August 2016

Graphic Design and Photography Intern

- Designed our 38 card 2016 Team Set and photographed each photo that appeared on the cards.
- Created visually appealing Graphics for pre-game lineups and post game box scores which included promotions and advertisements to connect with the community.
- Created program cover which were sold the entire summer at Rox home games.
- Created game-day social media advertisements for upcoming promotions
- Photographed every Rox home game and uploaded every photo to Flickr with proper descriptions and tags so everybody within the organization could find the photos that they needed.

Sport Vision

April 2015 to August 2015

Pitch Tracker

- Managed Pitch F/X Software at our home games during the 2015 season
- Audited and corrected adjustments to verify that there are no errors when uploaded to the database which is used by several teams.

RTA Automation

May 2014 to August 2014

Web Development Intern

- Created work flow charts of current website processes.
- Developed Usability reports on data collected from statistics collected.
- Modified content on the site to match up with updated versions of products.