

BRIAN SIGUENZA

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COMMUNICATIONS PROFESSIONAL WITH AN MBA AND 15+ YEARS OF EXPERIENCE SPANNING DIGITAL AND BROADCAST MEDIA

DEvised SUCCESSFUL COMMUNICATIONS STRATEGIES SPANNING SOCIAL, DIGITAL, PRINT AND BROADCAST MEDIA AND REACHING THOUSANDS OF PEOPLE

DROVE EFFECTIVE MEDIA RELATIONS INITIATIVES THAT HAVE GENERATED OVER 50 POSITIVE MEDIA PLACEMENTS

RESEARCHED AND COMPOSED MORE THAN TWO DOZEN GRANT APPLICATIONS, ACHIEVING A 20% SUCCESS RATE IN GARNERING FUNDING

SPEARHEADED AUDIENCE GROWTH IN LINKEDIN SOCIAL MEDIA CHANNEL, INCREASING FOLLOWER BASE BY OVER 20%

FOR PROFESSIONAL RECOMMENDATIONS AND WORK SAMPLES PLEASE CLICK [HERE](#)

CORE COMPETENCIES

Omnichannel Experience
Campaign Management
Media Relations and Placement
Key Stakeholder Relationships

Communications Strategy Development
PR and News Writing
Internal and External Communications
Print and Broadcast Journalism

CRM Database Management
Google Analytics
Event Team Leadership
Statistical Impact Factors

COMMUNICATIONS EXPERIENCE

Horizons, A Family Service Alliance (Cedar Rapids, IA) | 2010—Present

Communications Specialist | 2018—Present

Client Services Coordinator | 2011—2018

Community Relations Associate | 2010—2011

- Create and execute media and communications strategy for a nonprofit providing community support services in nutrition, financial health and transportation servicing a seven-county area with a population of over 450K.
- Write up to 3 major communications pieces weekly, including an internal newsletter for 70 staff, special email updates, press releases and promotional collateral for events.
- Contribute to managing 4 major events per year, including coordinating staff, writing press releases and securing media coverage.
- Collaborate with executive leadership to craft agendas for quarterly all-staff meetings.
- Build media relationships, secure placements and schedule print media ads.
- Regularly source, write and submit grant applications to external funding organizations.
- Published digital and print articles, reports and video features.
- Develop community impact stats to use as fundraising tools.
- Monitor and analyze performance of key social media channels such as LinkedIn.
- Manage the CRM database for all donations processed.
- **Key accomplishments:**
 - Currently playing an integral role in writing key communications pieces related to urgent COVID-19 response strategy.
 - Coordinate the Lunchbox Fundraiser (10 years running), the major annual fundraising event for the organization's Meals on Wheels program, which raises five figures to support this critical community program.
 - Secured 50+ media placements, including coverage in *The Gazette* as well as local television and radio.
 - Assumed management of the organization's LinkedIn channel, driving a 20% increase in following in less than two years.
 - Composed more than two dozen grant applications, achieving a 20% funding success rate.
 - Assessed the need to migrate to a new fundraising platform, oversaw the transition and trained users.
 - Previously coordinated the Meals on Wheels program, overseeing the delivery of over 500 meals per day.

International Cultural Consortium (Fort Myers, FL) | 2020—Present

Special Project Assistant

- Develop marketing and promotional materials such as videos, news releases, and brochures.
- Design and monitor the ICC website (www.icctrainings.com)
- Collaborate with ICC partners to execute a detailed plan to sell *Life After the Games* course to target markets.
- Test the *Life After the Games* experience from a user perspective.
- Update database of professionals working in sports for promotional efforts.
- Acquire testimonials from alumni and sport professionals who support the Tiffin University sport management program.

JOURNALISM EXPERIENCE

The Gazette Company (Cedar Rapids, IA) | *Interactive Features Reporter* | 2007—2009

- Reported on and wrote feature articles for the second-largest newspaper in Iowa and its website.
- Launched one of *The Gazette's* first webcasts focused on general interest community news.

CBS2/FOX 28 (Cedar Rapids, IA) | *Producer* | 2006—2007

KCAU-TV Channel 9 (Sioux City, IA) | *Producer* | 2004—2006

- Produced daily newscasts for local news stations (DMA ranks of 90 and 148 with audience reach of over 300K).
- Evaluated stories from reporting staff and news wires to select on-air content, amounting to up to 20+ stories per day.
- Oversaw live production from control room, effectively communicating with talent and crew in a high-pressure environment.

EDUCATION

Tiffin University (Tiffin, OH) | *Master of Business Administration (concentration in Sports Management)* | Expected 2020
University of Iowa (Iowa City, IA) | *Bachelor of Arts in Journalism* | 2004

COMMUNITY SERVICE

Granny Basketball League (Cedar Rapids, IA) | *Public Address Commentator* | 2007—Present

- Manage public address announcing across 24 games per year for a basketball league consisting of women 50+ years old across the central United States.