

Liane Paonessa

607-333-4308 • liane.paonessa@gmail.com • www.linkedin.com/in/lianepaonessa

PUBLIC RELATIONS & COMMUNICATIONS LEADER

SKILLS

Strategic Public Relations - Media Relations - Media Training - Client Relations – Internal/External Relations - Partnerships - Social Media/Influencer Marketing - Content Strategy - Thought Leadership - Corporate Narratives - Storytelling - Event Management - Press Conferences - Market Research - Branding - Crisis Management - Organizational Leadership - Brand Collaborations

EXPERIENCE

United Way of New York City, New York

2021-Present

Position: *Associate Vice President Communications*

Description: Lead all external communications, advise on internal and corporate communications

Duties:

- Positioned CEO as subject matter expert and thought leader in equity to earn multiple top 100 leadership recognitions
- Managed press events with the White House, NY State Governor's Office, and NY City Mayor's Office
- Created visual-first messaging campaign to increase social media and email marketing engagement by 75%
- Developed first-ever Writer-in-Residence internship program with creative writing majors to increase storytelling content by 125%

Green Room Agency, New York/Miami

2020- 2021

Position: *Senior Director Integrated Strategies*

Description: Devise and build outreach strategies for consumer-focused publicity campaigns

Duties:

- Helped clients increase annual revenue by over 175% with PR and Integrated Marketing strategies
- Established new service offerings in brand partnerships, product collaborations, and revenue-generating media affiliate partnerships which retained clients and increased annual sales
- Brokered multi-million-dollar revenue-producing brand partnership opportunities for clients
- Developed low-cost nationwide digital event programs to replace in-person events
- Secured high-traffic Influencer coverage opportunities for clients for free
- Nominated for multiple industry awards by agency

Corning Incorporated, New York

2019-2020

Position: *Content Strategist*

Description: Develop strategic brand narrative content for internal and external communications

Duties:

- Proposed new strategic storytelling content segment to increase online engagement by 50%
- Expanded thought leadership platform for executive management team
- Instituted cross-platform content placement on internal company outlets, and 3 social media platforms to increase employee engagement by 75%
- Worked closely with 5 unique businesses to produce focused industry content
- Produced internal content strategically targeted for strong employee engagement
- Created thematic campaign concepts with adaptive messaging for multiple audiences

Liane Paonessa

607-333-4308 • liane.paonessa@gmail.com • www.linkedin.com/in/lianepaonessa

Corning Museum of Glass, New York

2019-2019

Position: *Outreach Program Consultant (2-month project term)*

Description: Develop external and internal outreach program for Hot Glass Programs division

Duties:

- Created high-profile influencer outreach initiative for world-renowned guest artist program to increase visitor engagement by 75%
- Created targeted pitch program for recruiting high-profile guest artists and collaborative business partners
- Managed all external media and partnerships opportunities for Hot Glass Programs
- Leveraged patron demographics and market research to create new targeted event offerings to increase patronage at signature events by 55%

SparkPoint Studio, New York/ Phoenix

2017-2019

Position: *Director Publicity & Marketing*

Description: Senior leadership of publicity team for a high-profile publishing and independent press clients.

Duties:

- Directly managed a team of 8-10 staff for an agency with 15-20 employees
- Managed publicity/marketing campaigns for 100+ clients/year and tracked ROI for clients
- Managed 75-100 yearly multi-city event programs for clients
- Established best practices protocol and processes for publicity staff
- Initiated business development and sought 5-10 new partnership opportunities/year
- Produced content for media; ghostwrote content for high profile media on behalf of clients.
- Increased long-term client retention from 6-month contracts to 2+-year contracts
- Increased entry level staff retention from 2-3 months to 1-2 years

HarperCollins Publishing, New York

2013-2017

Position: *Senior Manager Public Relations*

Description: Serve as department management for highly respected children's and teen (YA) publishing division for HarperCollins.

Duties:

- Managed 300 yearly product launches, from 5 distinct imprints/businesses
- Co-managed budget of up to \$1M annually
- Produced press materials and content for media
- Managed media relations, awards, press tours, and author relations
- Created strategic campaigns and media tours for 20-30 high-profile/celebrity authors per year
- Served as division spokesperson and conducted media training for authors
- Planned and managed presence at conventions with attendance of up to 180,000
- Established a network of over 1,000 consumer bloggers and 100 paid brand influencers
- Initiated interdepartmental and intra-corporation collaborations for cross-promotional opportunities
- Notable clients: Archbishop Desmond Tutu, Dr. Ben Carson, Rev. Billy Graham, Simone Biles, Gabby Douglas, Bethany Hamilton, Kwame Alexander, Candace Cameron Bure & Natasha Bure, and more

Liane Paonessa

607-333-4308 • liane.paonessa@gmail.com • www.linkedin.com/in/lianepaonessa

Liane Worthington Public Relations, New York

1999-2020

Position: *Public Relations Executive Consultant*

Description: Develop and manage national and regional publicity campaigns for nonprofit and consumer product clients.

- Nonprofit Clients: Craigslist Foundation, New York Urban League, STAR Institute, Cornell University, Northeastern IPM Center, KID Foundation, Restaurant Opportunities Center, COLORS NYC, Development & Finishing Institute Harlem, The Forgiveness Project, ONE: The Digital Dialog, Corning Museum of Glass, and more
- Consumer Product Clients: Sabra Dipping Company, Sassy Baby Toys, Graco, Snack Factory/Pretzel Crisps, Cape Clogs, Neil Morris Fragrances, Pink Berry Boston, L'Espalier, Harbor Sweets, LaJobi, American Licorice/ Red Vines and Sour Punch, Cariloha, A Kids Book About, Edifier, and more.

EDUCATION

Bachelor of Arts (BA) - Major: Communications, Public Relations - Minor: English, Writing
Eastern University, St. Davids, PA

ACCOLADES

2020: Nominated for PR News Top Women in PR Award

2016: Impact Award (HarperCollins Christian Publishing): Recognized along with marketing and editorial team for an exemplary Fiscal 2016 in book production and outreach

2007: PR Crossing.com PR Star: <http://www.prcrossing.com/article/250141/Liane-Worthington-Assistant-Director-of-Public-Relations-for-The-Wakeman-Agency/>

PORTFOLIO

<https://docs.google.com/document/d/0B9d58cFnhztyMmlETkwyXNIMFVuWEVkuU3VZTFFKTjZPWHpr/eDit?usp=sharing&oid=118221167626107119519&resourcekey=0-DIxUWLWQVg4dEqHcvGKk4g&rtpof=true&sd=true>