

# Anthony Baldini

1683 Cassiar Dr.  
San Jose, CA 95130  
(408) 506-5975  
anthonyjamesbaldini@gmail.com

## EXPERIENCE

### **Sterling Communications, Inc.** — *Senior Account Executive*

MARCH 2017 – PRESENT

Account lead for international technology clients. Team contributor to AI and big data clients. Also responsible for sourcing and pitching business leads, writing agency newsletter, and representing the agency at trade shows and other events.

Highlights of earned client coverage include Variety, VentureBeat, MIT Tech Review, Motor Trend, Forbes, WIRED, CBC, and Silicon Valley Business Journal.

Typical account duties as day-to-day client contact include establishing messaging, developing campaign plans and story angles, securing media and analyst briefings, supporting clients at events, and researching market developments.

### **Freelance**

JULY 2009 – NOV 2017

Clients included tech heavyweights, mid-tier consumer products, and professional and amateur sports teams. Created, managed and executed audience activation programs. Wrote press releases, ads, and media guides, and performed media relations activities. Created digital assets in Adobe, and analyzed data in Radian6 and Excel.

Favorite highlights include interviewing Steph Curry and the Warriors every game for an entire season, building a 100k+ follower base for a startup on Facebook, and helping a local politician win an office bid.

### **San Diego State University Aztecs** — *Sports Information Director*

FEB 2010 – MAY 2011

Provided communications support for 17 NCAA Division I sports. Served as point of contact for media at NCAA events. Frequently managed and extracted insights from large data. Wrote news articles, press releases, and broadcast notes on a daily basis.

## EDUCATION

### **San Diego State University**

B.A. in Journalism with an emphasis in Public Relations

### **Villanova University**

Master Certificate in Business and Law of Sports

## TYPICAL CLIENT DUTIES

- Strategic communications counsel
- Crisis management
- Media and analyst relations
- Content editing
- Social media
- Trade shows
- Market research
- Competitive landscape reporting

## FREELANCE NOTABLES

**Tech** Samsung Semiconductor, Lunera Lighting, Immersive Technology Alliance

**Sports** San Jose Sharks, Golden State Warriors, Stanford Football, FOX Sports, Pac-12 Network, CBS College Sports

**Best of the Rest** General Electric, The Mirage Hotel & Casino, Freshpet, Dog for Dog, Santa Clara Building Trades Council

## COMMUNITY INVOLVEMENT

**Aztec Mentor Program** Remotely mentor San Diego State undergrads with an interest in communications

**Sacred Heart Community Service** Volunteer for food bank and toy drive events

## EXTRAS I'D ENJOY

Industry conference attendance opportunities

Strong corporate sustainability program with civic engagement opportunities