

Anthony J. Baldini | Communications Manager

San Francisco Bay Area

+1 (408) 506-5975

anthonyjamesbaldini@gmail.com

I design and execute long-term integrated communications plans that reach and convert customers.
Core skills: Strategic communications planning, media/analyst relations, and market research/reporting

Career

Founder at Fin Strategies

May 2019 – Present

Provide strategy-focused communications business services to companies, agencies, and individuals

- Senior strategist for agency Mulberry & Astor for clients in the autonomous vehicle, robotics, agritech, and beverage markets
- Provide communications support to The Giving Spirit, Los Angeles's largest homeless outreach volunteer organization
- Earn media coverage in trade outlets
- Write press releases, executive bios, and corporate messaging

Senior Account Executive at Sterling Communications, Inc.

Mar 2017 – May 2019

Created and executed communications plans for international B2B technology clients

- Earned coverage in Variety, VentureBeat, MIT Tech Review, Forbes, WIRED, etc.
- Established client messaging, developed campaign plans and story angles, secured media and analyst briefings, supported clients at events, and researched market developments
- Wrote or led editing of web copy, press releases, blog posts, and social media posts
- Resolved client communications crises
- Independently sourced client leads, created sales funnel collateral, and pitched prospects
- Assigned project tasks to junior staff and led skills development sessions

Public Relations Consultant for in-house and agency clients

July 2009 – Mar 2017

Provided PR support to sports, tech, consumer, music, and non-profit clients on a contract basis

- Helped a local politician win an office bid through segmented messaging and outreach
- Interviewed Steph Curry and the Warriors every game for a season
- Brought to market socially-conscious dog food company FreeHand (now Dog for Dog) through the creation, management, and execution of digital and offline audience activation programs; also secured partnerships, managed customer relations for a community of 100k+, created brand tagline and wrote product package copy
- Provided concert promotion services to Southern California venues, including House of Blues
- Built monthly competitor analysis sheets averaging 20k cells for Samsung Semiconductor, and delivered daily market reports on 7 SSI product buckets, 13 competitors, and 7 market segments
- Contributed SEO-based copy recs to an agency's winning Mirage Hotel & Casino campaign bid

Assistant Media Relations Director at San Diego State University Aztecs

Feb 2010 – May 2011

Provided communications support to 17 NCAA Division I sports teams

- Served as sole media contact at NCAA-sanctioned games and tournaments
 - Directed two interns
 - Wrote news articles, press releases, and broadcast notes daily
 - Updated annual media guides for digital and print and managed historical data volumes
 - Earned All-Conference performance recognition accolades for players
 - Instilled interactive social media philosophy
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Education

Master Certificate in Business and Law of Sports (2017)

Villanova University

B.A. in Journalism with an emphasis in Public Relations (2011)

San Diego State University

Personal

Aztec Mentor Program

Remotely mentor San Diego State undergrads with an interest in communications

Event-Based Volunteering

- Scripps Health: Annual Scripps Clinic Invitational Golf Tournament
- Center for Community Services: Annual CCS Chef Showdown
- Sacred Heart Community Service: Holiday Toy Drive
- Rolando Community Council: Annual Street Fair
- Kawhi Leonard: Youth Skills Camp
- Junior Seau Foundation: Annual Teammates Luncheon (benefitting underprivileged children)
- Marshall Faulk Foundation: NFL Hall of Fame Induction Celebration