

# Anthony Baldini

Public Relations and Audience Activation

2160 Gullane Way  
Gilroy, CA 95020  
(408) 506-5975  
BaldiniPR@Gmail.com

## EXPERIENCE

### **Freelance, USA — PR Consultant**

JULY 2009 - PRESENT

Clients have included professional and amateur sports teams, mid-tier consumer products, and tech heavyweights. Create, manage and execute audience activation programs. Write press releases, ads and media guides, and provide journalists with everything they need to cover clients. Digital asset creation in Adobe, data analysis in Radian6.

### **BCForward @ Facebook, CA — Search Rank Analyst**

MAY 2015 - AUG 2016

Improved Search product quality through large data management and protocol adjustments. Learned invaluable platform insights.

### **San Diego State University Aztecs, CA — Assistant Sports Information Director**

FEB 2010 - MAY 2011

Provided communications support for 17 NCAA Division I sports. Frequent large data management, daily writing for public and press.

## EDUCATION

### **San Diego State University, CA — B.A.**

AUG 2007 - MAY 2011

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

### **Villanova University, PA — Master Certificate**

AUG 2016 - PRESENT

Master Certificate in Business and Law of Sports.

## CAUSES

### **Aztec Mentor Program — San Diego State University**

Mentor college students with an interest in communications.

## SKILLS

Adobe Photoshop  
SM + Analytics platforms  
A/B Testing  
Technical & Freeform Writing

## FREELANCE NOTABLES

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

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

**Consumer** Freshpet,  
FreeHand (Dog for Dog),  
Chefs Diet

**Best of the Rest** General  
Electric, The Mirage Hotel &  
Casino, Santa Clara Building  
Trades Council, Breaktime  
Media

## PREFERENCES

Great health benefits,  
Flexible schedule