

# Andrew Lentini

## Contact Information:

Phone: 301-892-0493 • Email: [ahlentini@gmail.com](mailto:ahlentini@gmail.com)

LinkedIn: [linkedin.com/in/andrewlentini](https://www.linkedin.com/in/andrewlentini) • Portfolio: [alentini.exposure.co/portfolio](http://alentini.exposure.co/portfolio)

## Summary:

Dynamic brand and communications leader with over 20 years of experience in strategic communications, branding, and nonprofit management. Proven expertise in developing and executing comprehensive communication strategies to enhance stakeholder engagement and drive organizational goals. Skilled in translating complex ideas into compelling narratives for diverse audiences, including donors, policymakers, and community stakeholders. Adept at managing crisis communications, volunteer engagement, and advocacy campaigns. Proficient in Adobe Creative Suite, video/motion graphics, CMS tools, and project management methodologies. Specialized in Community-Based Social Marketing and StoryBrand frameworks to drive behavior change and audience engagement.

## Core Competencies:

- **Strategic Communications & Nonprofit Marketing:** Development and execution of fundraising campaigns, donor engagement strategies, and nonprofit advocacy initiatives.
- **Crisis Communications Management:** Planning and execution of crisis communication strategies tailored to nonprofit sector challenges, including funding crises and public perception management.
- **Fundraising Communications & Grant Writing:** Crafting compelling narratives for donor communications, grant proposals, and major gift campaigns.
- **Advocacy & Public Policy Communication:** Messaging and campaigns to support nonprofit advocacy efforts and influence public policy.
- **Board and Committee Collaboration:** Experience working with nonprofit boards and committees, preparing strategic presentations and board reports.
- **Digital Marketing & Content Management:** SEO, web content development, CRM, and CMS proficiency; digital campaign strategy and execution.
- **Creative Design & Multimedia Production:** Development of digital/print assets, video, social media, and presentations.
- **Stakeholder Engagement & Cross-Functional Collaboration:** Relationship building, internal partnerships, cross-departmental teamwork.

## Specialized Experience:

- **Community-Based Social Marketing (CBSM):** Developed campaigns using CBSM principles to influence positive behavior change and increase stakeholder engagement. This framework's focus on understanding and overcoming barriers to behavior change has proven valuable in crafting targeted messaging strategies that resonate with diverse audiences and drive action.
- **StoryBrand Messaging Framework:** Applied StoryBrand principles to clarify messaging, create compelling narratives, and align communication strategies with audience needs. This framework enhances brand storytelling by placing the audience as the hero and the organization as the guide, leading to more effective engagement and retention.
- **Customer and Market-Facing Content Development:** Collaborated with Customer Success teams to craft compelling content that supports customer engagement across various stages of the customer journey.
- **Crisis Communications Planning:** ensuring timely and accurate dissemination of information during organizational crises.
- **Employee Engagement Initiatives:** Partnered with HR to develop and coordinate programs to enhance morale, including events, recognition programs, and feedback surveys.

## **Professional Experience:**

### **Director of Marketing and Public Relations**

#### **University of Maryland School of Medicine/Center for Vaccine Development and Global Health 2021 - 2024**

*CVD focuses on the discovery, development, and implementation of vaccines and other preventive measures to combat infectious diseases. With a mission to reduce the burden of infectious diseases worldwide, CVD conducts research, clinical trials, and public health initiatives to bring innovative solutions to global communities.*

- Led the development and execution of comprehensive branding, communication, and project management strategies supporting international and domestic research initiatives.
- Developed targeted fundraising communication campaigns to support donor engagement and retention.
- Managed crisis communication strategies in coordination with nonprofit stakeholders, ensuring accurate and timely dissemination of information during organizational crises.
- Collaborated with cross-functional teams, including development and donor relations, to align communication strategies with fundraising and advocacy goals.
- Designed and executed communication strategies to reach diverse stakeholders, enhancing community engagement and outreach efforts.
- Led clinical trial recruitment by designing both social media and print advertising, leveraging platforms such as Meta, LinkedIn, Reddit, and Craigslist for recruitment.

### **Communications Manager**

#### **University of Maryland, Office of Environmental Safety, Sustainability, and Risk 2019 - 2020**

*ESSR is dedicated to promoting sustainable practices and ensuring the safety and well-being of the campus community. By fostering a culture of sustainability and safety, ESSR supports the university's mission to create a sustainable and secure environment for learning, research, and community engagement.*

- Directed the development and project management of creative assets for high-impact marketing campaigns supporting sustainability and risk management initiatives.
- Developed and maintained donor communication materials, including newsletters, impact reports, and event collateral, increasing donor engagement and retention.
- Coordinated with external partners to develop advocacy campaigns, influencing public policy and increasing program visibility.
- Managed volunteer communication and engagement strategies, including training programs and recognition initiatives.

### **Communications Director**

#### **University of Georgia Facilities Management Division/Office of Sustainability 2008 - 2019**

*Through education, research, and service, the office promotes environmental stewardship, social responsibility, and economic vitality. By integrating sustainability into all aspects of university life, the Office of Sustainability aims to inspire and empower the UGA community to create a healthier, more resilient, and sustainable future.*

- Spearheaded strategic communications and public relations campaigns to promote sustainability and environmental stewardship, increasing community engagement and advocacy.
- Developed and executed nonprofit marketing strategies tailored to donor and community engagement, resulting in increased visibility and support for sustainability initiatives.
- Led cross-functional teams in managing communication projects from concept to execution, ensuring alignment with organizational goals and consistency in messaging.
- Collaborated with nonprofit boards and committees to prepare strategic presentations and reports, enhancing organizational alignment and decision-making.

**Program Education Specialist**  
**Athens-Clarke County Solid Waste Department/Recycling Division**  
**2004 - 2008**

*By providing convenient services and engaging outreach, the division aims to reduce waste, conserve resources, and foster a culture of environmental responsibility in Athens-Clarke County. cleaner, greener, and more sustainable ACC.*

- Conducted community outreach and educational programs on recycling and environmental issues, utilizing visual communication techniques to engage diverse audiences.
- Developed and executed grant writing and fundraising strategies, securing funding for sustainability projects and increasing program visibility.
- Managed volunteer recruitment, training, and engagement initiatives, fostering a positive and inclusive community environment.

**Education:**

Georgia Southern University, B.S., Art Education (K-12)  
University of Georgia, M.Ed., Leisure Studies, Non-Profit Program Admin. & Management  
Savannah College of Art and Design, MFA Visual Communication - ABD

**Certifications and Professional Development:**

- Growclass Growth + Digital Marketing
- StoryBrand Marketing Framework Certification
- Meta Advertising Certification
- Weinrich Social Marketing University
- Climate Communications Behavior Change
- Crisis Communications
- Leroux Miller Nonprofit Content Marketing
- Science Communications for Laypersons
- Social Marketing University
- HubSpot Academy Content Marketing
- Climate Reality Project Leadership Corps
- Google Analytics

**Achievements:**

- Awarded Best Overall Campaign (COVID-19 Research Coverage) by Public Relations Society of America, Mid Atlantic.
- Successfully maintained and enhanced brand integrity across multiple projects, increasing stakeholder engagement and visibility.
- Recognized for developing award-winning campaigns that effectively communicated organizational initiatives and inspired action.
- Led the development and execution of creative strategies that aligned with organizational goals, driving brand awareness and donor engagement.
- Optimized operational workflows to improve team efficiency and project delivery timelines.
- Developed impactful campaigns that enhanced stakeholder engagement and advanced organizational missions.