

Michael DeMeo

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Accomplished corporate communications professional with a proven track record of creating and executing integrated internal and external communications strategies, programs and events, managing and developing staff, and setting and maintaining media and industry analyst relations program budgets and finances. An experienced communicator with agency and in-house background who has supported leading organizations and institutions, including New York University (NYU), The Nasdaq Stock Market, Canon U.S.A., Dealertrack, Dealer.com, Cox Automotive, IBM, Sun Microsystems, Xerox, Unilever, Landstar Systems and Alcatel.

Experience:

New York University (NYU) School of Professional Studies – New York, New York

School of Professional Studies is one of several degree-granting schools and colleges within NYU, one of the world's most premier higher education institutions.

Director of Public Relations and Social Media

November 2018 – Present

- Responsible for public relations and social media programs and activities in support of the NYU School of Professional Studies (NYUSPS), its deans, faculty members, and subject matter experts.
- NYUSPS Academic Divisions and Programs supported include The Schack Institute of Real Estate, Jonathan M. Tisch Center of Hospitality, Preston Robert Tisch Institute for Global Sport, and Center for Global Affairs.

DeMeo Communications – New Hyde Park, NY

Communications Consultancy established to deliver communications support to established and growing organizations.

Founder/Corporate Communications Consultant

October 2016 to October 2018

- Provided companies and organizations with internal and external communications support, including corporate, brand and product communications, message development and management, news and leadership writing, and media and industry analyst relations.
- Supported clients in the Internet of Things (IoT), venture capital, healthcare and financial technology (fintech), automotive financing, payments and credit solutions markets.

Dealertrack/Cox Automotive – Lake Success, NY

Leading provider of integrated digital solutions for the automotive retail industry.

Manager, Public Relations/Corporate Communications September 2010 to September 2016

- Directed enterprise-wide internal and external communications programs and initiatives for CEO communications, corporate and product announcements, marketing, issues and crisis communications, social media, press relations, trade shows and industry events.
- Established Dealertrack as thought leaders in the areas of Digital Retailing, F&I and Digital Advertising in the automotive retail industry through integrated internal and external communications campaigns, including media days and trade shows.
- Established and managed Dealertrack's Corporate Blog and the editorial pipeline for this thought-leadership sharing platform.
- Managed communications for more than 10 merger and acquisitions and in multiple crisis situations, as well as financial communications and earnings announcements.

Canon U.S.A., Inc. – Lake Success, NY

Japan-based provider of consumer, business-to-business and industrial digital imaging solutions.

Manager, Public & Industry Analyst Relations

January 2003 to June 2010

- Partnered with the Executive Office to write executive communications for Canon U.S.A.'s President Joe Adachi and Imaging Systems Group executives and management.
- Directed national media and industry analyst relations campaigns for Canon U.S.A.'s Imaging Systems (B2B products) and Medical Imaging Systems.

- Managed the Company's media and industry analyst relations budgets and related activities, including staffing and outside agency management, vendor contracts and event management, as well as media days and tours, as well as trade show support.
- Directed product launch and ongoing internal and external communications activities for Canon's Imaging Systems Group and Canon Medical Systems.

The Nasdaq Stock Market – New York, NY

Leading stock exchange and provider of trading, clearing and exchange technology, listing and public company services.

Director, Corporate Communications

December 2000 to December 2002

- Worked directly with Nasdaq's Chief Information Officer to raise the internal and external awareness of Nasdaq's Technology Data Center and the organization's ability to deliver innovation to the equities trading marketplace.
- Developed and managed internal and external communications to support Nasdaq's initiatives to reposition the exchange as an equities trading innovator.
- Acted as spokesperson for media and industry analyst inquiries related to the stock exchange and the operation of the market, including the opening of the market following the 9/11 Tragedy.

Previous professional experience:

Account Supervisor, Burson-Marsteller – New York, NY, September 1997 to December 2000

Account Manager, Brodeur Porter Novelli – Purchase, NY, September 1993 to September 1997

Education:

St. John's University- Jamaica, NY

BS, Athletic Administration