

JOSEPH M. FEESE

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SENIOR DIRECTOR, STRATEGIC COMMUNICATIONS

Media & Public Relations | Content Strategy & Development | Cross-functional Team Leadership

SUMMARY OF QUALIFICATIONS

Award-winning and interdisciplinary Director of Communications offering over 15 years of leading global technology, financial services, healthcare, manufacturing, hospitality, and transportation organizations in developing cutting-edge content and editorial strategies that drive brand awareness and stakeholder engagement.

Deadline-driven and meticulous Editorial Director with advanced technical writing and editing skills across newsletters, white papers, annual reports, feature articles, speeches, op-eds, case studies, magazines, video scripts, web content, webinars, and blogs as well as a sharp eye for ensuring grammar, style, and brand consistency.

Engaging leader and thought partner with a reputation for building high-performing teams by opening pathways for effective communication, offering networking and career development opportunities, and acknowledging achievements.

PROFESSIONAL EXPERIENCE

Director, Public Relations

Certified Financial Planner Board of Standards Inc. (CFP Board)

Lead team that creates, implements, and measures annual and long-term strategic external communications plans to promote awareness, build recognition, and protect reputation of CFP Board and the CFP® certification. Apply earned and social media, consumer education, and content marketing to engage with external stakeholders including the public, the media, thought leaders, and policymakers

2022 – Present

Washington, DC

Senior Director, External Communications

Electronic Transactions Association (ETA)

Led content strategy and development, directed public relations campaigns, planned events, implemented social media strategies, and ensured brand consistency

2020 – 2022

Washington, DC

Public relations and communications

- Curated 45-page Government Relations Communications Plan comprising a scheduled storyline development, media relations, white papers, videos, contributed articles, marketing communications, and public affairs advocacy
- Wrote and distributed policy papers, such as Payments Fast Facts on Banking Deserts, Buy Now/Pay Later Services, Fintech Innovations, and Open Banking to Congress members, federal agencies, and state legislators
- Dismissed underperforming PR agency and took over media relations to cut costs; drafted press releases, placed opinion pieces, pitched stories to reporters, coordinated interviews with CEO and VPs, and prepared talking points

Editorial management

- Drafted publications in collaboration with GR team and members, including 1) "[7 Guiding Principles for CBDC](#)" suggesting standardized guidelines for the federal government when evaluating a proposed CBDC, and 2) "[5 Guiding Principles for Crypto](#)," a guide for policymakers to consider when developing cryptoasset laws
- Boosted weekly newsletter open rate by 10% in one month and standardized content creation, submission, and newsletter design production to include customer-centric content and eliminate grammatical errors
- Created ETA's first Editorial Style Guide to ensure 12 staff writers, 10 vendors, and submissions from ETA's hundreds of member companies all adhere to editorial standards

Director of Communications

American Society of Health-System Pharmacists (ASHP)

Headed a five-member team to create, plan, and distribute a \$1.5M+ budget to support association membership

- Created omnichannel communications campaign on the value of membership that grew stakeholder engagement each year, resulting in a 24% leap in new membership, 11% increase in member satisfaction scores, and \$20M+ in annual meeting revenue — all record-breaking achievements in ASHP history
- Spearheaded communications for Midyear Clinical Meeting with 25K+ attendees; drafted questions for keynote speakers such as George W. Bush, Peyton Manning, Michelle Obama, and Magic Johnson; directed scripting, speechwriting, and technical design and execution of keynote sessions at major conferences
- Earned 2018 IABC Gold Quill Special Events Award for leading [75th anniversary](#) promotional efforts and 2019 Horizon Interactive Award for producing an [educational video on drug shortages](#)

2015 – 2019

Bethesda, MD

Vice President

Griffin & Company/LMO

2011 – 2013
Washington, DC

Led 13 staff and all operations for a \$3M boutique PR and marketing firm

- Increased revenue by 14% each year by championing new content initiatives, updating publications and media relations procedures, and enhancing productivity
- Reduced administrative costs by 20% by cutting superfluous services and replacing underperforming vendors
- Ideated and directed HGTV spokesperson consumer campaign for Mitsubishi Electric, including video production, broadcast placements, SMTs, editor desk-sides, case studies, and blog, website, and social media outreach, which increased consumer awareness by +10% and product sales by 5%
- Contributed to raising annual sales by 15% by organizing two-day Fluke Corp. Press Summit for 80 press editors from six countries spanning North America, South America, and Europe, resulting in dozens of positive media stories

Chief Writer

Nyhus Communications

2005 – 2008
Seattle, WA

As No. 2 hire, served as a critical partner in growing annual revenue by ~\$3M within three years, establishing firm among region's Top 15 in revenue and reputation

- Led community outreach campaign and facilitated dozens of meetings to flip support in favor of public and private development of a \$200M community-revitalization project in Burien Town Square
- Earned 2009 PRSA Totem Award for serving as PR strategist and writer for Dalai Lama's Seeds of Compassion campaign, a \$5M, five-day Seattle gathering that drew 144K attendees

CONSULTANT EXPERIENCE

Strategic Communications Consultant

Independent Consultant

2018 – Present
Washington, DC

Build communication strategies for healthcare, education, transportation, real estate, finance, technology, manufacturing, and hospitality organizations

- Served as interim Communications Director for a national organization representing state highway safety agencies; introduced strategies for content production, stakeholder engagement, social media, and media relations; placed stories in nearly all Top 40 U.S. news media outlets
- Pioneered change management communications plan for global medical device firm, including strategies for leadership change, reorganization, implementation of cost-reduction efforts, and crisis management

Principal

Heyday PR

2008 – 2015
Washington, DC & Seattle, WA

Directed clients in brand positioning, social media marketing, media relations, issue advocacy, publications development, strategic communications, business presentations, and market research

- Advised on healthcare policy and scope of practice issues for Washington Association of Naturopathic Physicians; expanded prescription rights and spearheaded creation of state's first Board of Naturopathy; led aggressive outreach campaign that increased new patients by +10% and association membership by +15%
- Designed an SEO-driven pilot program for a DC community news publisher that resulted in a \$50K revenue stream that enables the company to replicate the program for additional local advertising revenues

PREVIOUS WORK EXPERIENCE

Reporter: Science & Technology Producer | ABC News/The Walt Disney Company | Bellevue, WA

Writer: U.S. National Team | Microsoft, Sidewalk: City Guides Project | Redmond, WA

AREAS OF EXPERTISE

Key Skills Editing & Writing | Content Strategy | Brand Consistency & Awareness | Customer Experience
Stakeholder & Customer Engagement | Content Development | Publication Management
Media & Public Relations | Communications Strategy | Crisis Management | Event Planning

Leadership Team Building | Performance Management | Leadership Development | Team Motivation
Employee Relations | Company Culture | Team Training & Coaching | Executive Collaboration

EDUCATION

Bachelor of Science in Advertising, Minor in Anthropology | *Syracuse University* | Syracuse, NY