

# Caitlin Gianniny

**Summary** Creative **communications strategist** with extensive experience building internal and external communications for progressive organizations on a broad range of policy issues including education, healthcare, green justice, privatization, race, transportation and workers' rights. Proven ability to combine vision and creativity with well-developed project management, research, and design skills to lead a team and support campaign development.

**Experience** **617MediaGroup** • Boston, MA  
Senior Vice President of Content Strategy

2016-Present Recruited to help launch a full-service communications firm; Execute on branding and messaging, PR, marketing, business development, print and digital media, and events. Established project-management system and formulated plans for campaign launches.

**Key Contributions:**

- Built communications strategy for the Invest Now coalition and Don't Give Away the MBTA that successfully campaigned to block the proposed privatization of bus maintenance at the Massachusetts Bay Transportation Authority (MBTA). Created videos for the campaign generating over 23k and 46k views. The list of officials supporting the campaign included Boston Mayor Marty Walsh, U.S. Senator Ed Markey and Attorney General Maura Healey.
- Serve as the face of the organization on all of Community Labor United (CLU's) campaign committees. Spearheaded rebuilding CLU's website; Created integrated database for email, donors and online advocacy to increase organizing capacity and planning. Created the branding, print materials and opening video for CLU's member congress, The Summit for the Public Good, that kicked off their 10-year agenda campaign to drive long-term planning and progressive strategy in Massachusetts.

2015-2016 **1199SEIU United Healthcare Workers East** • Boston, MA  
Communications Specialist

Created print and digital media to support campaign goals; Planned and documented internal and external events; Managed websites, social media, email, budgets and analytics to gauge effectiveness and guide planning.

**Key Contributions:**

- Assisted with advertising and public engagement strategy for the Campaign for Fair Care; designed ads for the Boston Globe; wrote and directed radio ads; developed social media ads that reached over 620,000 people and resulted in over 1,000 letters to legislators.
- Developed program structure and curriculum for an internal staff training program, called Building A Movement (BAM), to facilitate cross-departmental work and connect to social movements for economic, racial, gender and LGBTQ equity.
- Coordinated with coalition partners on strategic planning for statewide and national campaigns such as #WageAction and the Fight for \$15.

- 2014-2015 **Community Training and Assistance Center (CTAC)** • Boston, MA  
Program Associate: Communications, Research & Policy
- Created print and digital content for client deliverables and marketing; Redesigned client-facing video modules, providing staff training on audio and video production.
  - Conducted research for development and program design, drafting framing report on STEM/STEAM educational initiatives to support the development of a new program area.
- 2014 **Center on Budget and Policy Priorities** • Remote  
Research Consultant
- Compiled research on executive functions (EF) for social service providers interested in incorporating EF training for adults working their way out of poverty; Created and designed content on topics including planning, organization, and self-control.
- 2012-2013 **Harvard Art Museums** • Cambridge, MA  
Program Designer & Curriculum Developer
- 2012 **Proximal Distance** • Chicago, IL/Boston, MA  
Co-founder/Curator
- Co-developed six-month series of art exhibitions that included work by 20 artists. Managed communications and development; securing funding via Kickstarter and the University of Chicago Arts Council; maintaining blog and designing final publication.
- 2012 **Experience Economies & the LAB at Harvard** • Cambridge, MA  
Project Coordinator
- 2011-2013 **ICE-POPS - Interested Critical Explorers of Publicly Owned Private Space** • Boston, MA  
Co-founder/Coordinator
- Coordinated walking tours and developed web content for ICE-POPS, a collective of artists and researchers concerned with democracy and public space.
  - Co-authored successful proposal for ICE-POPS to be included in the American Pavilion at the 2012 Venice Architecture Biennale.

**Education** Harvard University, Ed.M. — Mind, Brain and Education • Cambridge, MA  
The Cooper Union, B.F.A. • New York, NY

**Languages** Fluent in English and Spanish

**Skills/  
Software** Audio/Video; Copywriting and Editing; Graphic Design; Photography; Wordpress;  
Adobe Suite: InDesign, Illustrator, Photoshop, Lightroom, Audition, Premiere;  
EveryAction; Salsa Labs; Tableau; Burrelles Luce; Textedly