

JOSEPH GUZZARDO

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EXECUTIVE PROFILE

Strategic communications, public relations, and marketing executive with 20+ years of experience driving brand awareness and growth, audience engagement, and revenue impact for mission-driven institutions and organizations. Proven track record of leading integrated marketing strategies, media relations, digital transformation, and content ecosystems that elevate visibility and deliver measurable results.

Expert in translating strategy, data, and research into clear narratives, go-to-market plans, and multi-channel campaigns that align stakeholders and accelerate growth. Trusted advisor to C-suite leaders and boards on brand positioning, crisis communications, marketing, media, and reputation management.

CORE COMPETENCIES

Integrated Communications and Marketing Strategy • Brand Storytelling and Positioning • Public Relations and Media Relations • Internal, External, and Executive Communications • Reputation Management • Stakeholder Engagement • Content and Channel Strategy • Demand Generation and Revenue Growth • Digital Marketing and Social Media • Marketing Analytics and KPIs • Market Research and Insights • Cross-Functional Collaboration • Team Leadership and Development • Public Affairs • Advancement

PROFESSIONAL EXPERIENCE

Peirce College (now part of Lackawanna College) – Philadelphia, PA
Head of Marketing, Communications and Strategy; Chief of Staff: 2023–2025
VP, Integrated Marketing, Communications and Recruitment Strategies: 2018–2023

- Led enterprise-wide marketing, communications, and brand strategy, driving a 37% increase in new undergraduate enrollment and 2x growth in new graduate enrollment through integrated, data-driven campaigns.
- Increased social media engagement by 40% and expanded digital reach through optimized multi-channel marketing and communications (web, social, email, video, paid/earned media).
- Elevated institutional visibility with a 40% increase in media coverage, securing placements in top-tier outlets, including national and regional media.
- Advised executive leadership and board on brand positioning, marketing and communications, media outreach, crisis management, and thought leadership strategy.
- Built and operationalized cross-functional marketing frameworks, aligning academic, enrollment, advocacy, and advancement teams around unified messaging and growth objectives.
- Partnered with advancement to strengthen donor positioning, contributing to \$1M+ in philanthropic support.
- Helped launch and scale government relations strategy, influencing public policy and securing \$1M+ in public funding.
- Established marketing analytics and KPI dashboards, leveraging data insights to optimize campaign performance and ROI.
- Planned and managed budgets and directed agency partnerships, content production, and digital ecosystem (website, publications, video, social platforms).
- Simplified complex higher education value propositions into compelling messaging for prospective students, policymakers, donors, and media.

Thomas Edison State University – Trenton, NJ
AVP, Marketing and Communications: 2015–2018
AVP, Communications Director: 2013–2015
Communications Director: 2005–2013

- Developed and executed integrated marketing and PR strategies that increased lead generation by 50%+ and strengthened the university's market position.
- Amplified university visibility with a 30% increase in media coverage and secured national media coverage in top-tier outlets, significantly enhancing institutional credibility.
- Led go-to-market strategies for key programs and verticals, aligning messaging with audience segments and market demand.
- Served as strategic advisor to executive leadership on communications and marketing strategy, reputation management, and crisis response.
- Built and led high-performing marketing and communications teams, fostering collaboration and accountability across functions.
- Planned and managed budgets, directed agencies, and oversaw multi-channel content strategy, including website, social media, publications, and video, ensuring consistent brand voice.
- Implemented data-driven marketing frameworks, tracking KPIs, and optimizing campaigns for performance and efficiency.
- Supported government relations and public affairs initiatives, increasing awareness and funding for adult education programs.

National Alliance for Autism Research (now Autism Speaks) – Princeton, NJ

Communications Director: 2002–2005

- Created and led national and global public relations strategy, securing high-impact media coverage across major outlets.
- Partnered with executive leadership on brand positioning, advocacy, and crisis communications.
- Collaborated with high-profile stakeholders and public figures to amplify awareness, fundraising, and advocacy campaigns.
- Contributed to multi-million-dollar fundraising outcomes, including major donor gifts and expansion of national events.
- Supported advocacy efforts leading to landmark federal legislation, driving significant funding for research and services.
- Led development of integrated campaigns and multimedia content to engage donors, policymakers, and the public.

View my entire work history at: <https://www.linkedin.com/in/jaguzz/>

EDUCATION

Marquette University

Bachelor of Arts in Journalism

TECHNICAL & PROFESSIONAL SKILLS

- **Communications and Marketing:** Brand Storytelling; Public Relations; Media Relations; Internal, External, and Executive Communications; Stakeholder Engagement; Speech Writing; Content Production and Curation; Digital Marketing; GEO/SEO/SEM; Market Research; Voice-of-Customer Research; Email Marketing; Web Content Management; Publication Production and Management.
- **Analytics and Tools:** Marketing Analytics; KPI Development; Data Analysis; Performance Reporting; CMS/CRM systems; Adobe Creative Suite; Canva; MS Office; Google Workspace.
- **Leadership and Strategy:** Integrated Communications and Marketing Strategy; Brand Strategy; PR Strategy; Content and Channel Strategy; Social Media Strategy; Cross-Functional Collaboration and Leadership; Project Management; Team Development and Management.