

John Perrino

jcperrino@gmail.com | [@JCPerrino](https://twitter.com/JCPerrino) | [LinkedIn](#)

SKILLS

Salesforce
Google Analytics
Adobe Creative Suite

AP Style
Media Relations
Internet Policy

Writing / Editing
WordPress / Drupal
HTML / CSS

EXPERIENCE

The George Washington University

Public Affairs Specialist, Elliott School of International Affairs

August, 2015 - Present

- Digital focus on social media, Web, and email content creation and marketing
- Developing communications plan and advising staff in affiliated research institutes and programs on marketing strategies, website operations, and other digital skills
- News monitoring, media relations, graphic design, and event planning

Internet Education Foundation

Communications Manager (fellow)

July, 2014 – July, 2015

- Led the communications efforts of the Congressional Internet Caucus Advisory Committee (ICAC) and State of the Net Conference Series (SOTN)
- Managed media relations with coverage in *Wired*, *The Washington Post*, *Re/code* and more
- Writing, editing and design of all communications materials and management of iContact/Salesforce contacts and emails for media, government, and sponsor relations
- Assisted with planning for Capitol Hill panels and the annual SOTN Conference Series

WRGW District Radio

Marketing Director

September, 2012 – May, 2015

- Managed team of 20 and worked with the 100+ shows on GW's student-run radio station
- Ran station social media accounts with an average weekly reach of over 100k people
- Coordinated station promotions and collaborated with third parties on special promotions

USAID (contractor)

Research Assistant

October, 2014 - January, 2015

- Original research and academic article editing on Ebola misconceptions in Africa as part of USAID project led by GW faculty with research focus on Twitter use in Liberia, Sierra Leone, and Guinea

The Strategic Education Research Partnership (SERP Institute)

Social Media and Communications Intern

May, 2014 - August, 2014

- Developed social media strategy and presented best practice guide for Twitter and Facebook
- Delivered press clips on education news & monitored online [SERP](#) product and partner mentions

The Columbian College of Arts and Sciences (The George Washington University)

Communications Specialist

May 2013 - July, 2014

- Increased social media presence by nearly doubling interactions on Twitter and Facebook
- Copy editing, digital and print content creation, and general administrative support

EDUCATION, ACTIVITIES, & HONORS

The George Washington University | Political Communication, B.A. (cum laude) May, 2015

Richard Blumenthal for Senate – Intern (2010), *Academic Integrity Council* (2013 - 2015), *GW Democrats* (2011 - 2015), *Atlantic 10 Commissioner's Honor Roll*, GW Men's Cross Country (2012, 2013)