

John T. Grosso
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Professional Summary

Communications professional seeks to leverage organizational skills, outreach abilities, and digital and social media expertise to improve strategic communications in a corporate institution.

Skills

- Strategic Communications
- Event Planning and Outreach
- Intern Hiring and Management
- Crisis Communications and Oversight
- Wordpress, Final Cut Pro, Photoshop
- Facebook, Twitter, and Instagram Analytics
- Email Marketing and Analytics
- Consulting services

Professional Experience

Diocese of Bridgeport; Bridgeport, CT 2015-Present
Social Media Leader

- Developed and implemented comprehensive plans to revitalize, organize, and orient all Diocesan social media. Managed the Diocesan mobile app and all social media accounts.
- Guided ongoing record growth on all major Diocesan accounts, including two consecutive years of 95% growth in Diocesan Facebook followers and a 300% yearly increase in the Bishop's followers.
- Developed a social media and public relations strategy for the Bishop of Bridgeport. Drafted content for the Bishop's accounts and met weekly to develop messaging, outreach, and marketing strategies.
- Lead planning groups for major events and initiatives including the Strategic Communications Committee, and the Catholic School Re-Organization Committee. Member of Bishop's Cabinet.
- Lead and coordinated 240 millennials on the World Youth Day 2016 Pilgrimage to Krakow. Managed a budget of \$500,000, distributed scholarships, planned and executed the trip. Managed communications campaign for registration, fundraising, and trip progress.

St. Aloysius Parish; New Canaan, CT *February - September 2017*
Communications Consultant

- Consulted with staff on all communications related questions: including internal and external communications, as well as social media, media relations, and website design.

J Henry Rose Group; Darien, CT 2014-2015
Field Representative/Consultant:

- Managed the absentee ballot process for a CT state senate race.
- Lead volunteers, managed door-to-door efforts, and regularly updated candidate websites.

Education

Sacred Heart University Fairfield, CT
Master of Arts in Corporate Communications and Public Relations August 2017

Boston College Chestnut Hill, MA
Bachelor of Arts Political Science and Theology, Honors Program Class of 2014

Georgetown University Washington, DC
School of Continuing Studies, Correspondence Associate at the White House 2012