

MATTHEW GIANINO

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127 Perkins Road | Madbury, NH 03823

OBJECTIVE

Advance the organization's sustainability and impact while supporting the realization of strategic goals through nurturing relationships and strengthening brand

EXPERIENCE

University of New Hampshire - Institute on Disability, Durham, NH

Associate Director

May 2017 – Present

- Oversee the successful development and execution of the organization's Strategic Plan and its activities through broad and inclusive internal and external stakeholder engagement.
- Manage organizational operations including budgets, logistics, policies, procedures, and staff in the areas of communications, technology, eCommerce, events, marketing, administration, human resources, and accessibility.
- Facilitate and coordinate the on-campus disability and media lecture series.
- Manage internal communications including quarterly staff meetings, monthly leadership reports, and organizational professional development.
- Serve as the liaison for the organization's Consumer Advisory Council and facilitate bi-directional communication and collaboration.
- Manage the primary organizational federal and state grants including their application, execution, and reporting.

Director of Communications

December 2010 – May 2017

- Manage the development and execution of organizational and program-specific communications plans including dissemination, marketing, social media, press outreach, and public relations.
- Manage the development, production, and dissemination of digital and analog communications products including promotional materials, academic publications, and multimedia.
- Build relationships and partnerships with university, state, and national stakeholders and constituencies.
- Develop organizational standards, procedures, and policies and ensure they reflect best practice, high accessibility standards, and the interests of the organization.
- Oversee the operations, strategic plans, staff, and budgets of marketing, IT, analog and digital communications, events coordination, eCommerce, and eLearning.

Manager of Communications and Marketing

January 2006 – December 2010

Rochester Opera House, Rochester, NH

Executive Director

January 2004 – October 2005

- Provide creative and innovative leadership for the continued development and operation of the theater, its programs, policies, budget, and capital improvements while developing and executing short and long-term strategic plans.
- Develop and execute a comprehensive and cost-effective marketing strategy for the theater while overseeing promotions for all presented programs.
- Supervise staff and coordinate the efforts of over 70 volunteers in the areas of production, administration, front of house, ushering, maintenance, box office, concessions, hospitality, and publicity.
- Lead and manage ongoing development and fundraising efforts including pursuing and securing sponsors, donors, patrons, advertisers, members, and underwriters.
- Research, negotiate, and manage the booking and programming of the season in a manner that reflects the theater's mission and desired focus to serve the community's varied entertainment, artistic, cultural and educational activities and interests.
- Serve as public relations representative to the region's artistic, political, business, educational, and social communities and expand active community-based constituencies in support of the organization.

- Develop and manage lease rates, procedures and policies governing the use of facilities as well as negotiate, approve and organize lease agreements and arrangements.
- Develop and implement policies and procedures consistent with those of the organization to ensure efficient and safe operation of the theater.

SOS Films, Boston, MA

Founder, Visual Media Producer

September 2002 – January 2004

- Provide consultative services in the areas of marketing strategy and visual media production including print collateral, video, brand development, and photography.
- Provide digital non-linear editing, post-production, script writing and story-boarding services.
- Perform digital archiving, conversions, duplications and DVD authoring for video, photography, audio, and film.

EDUCATION

Bachelor of Arts (Magna Cum Laude) - University of Massachusetts, Boston, MA

MBA - University of New Hampshire, Durham, NH

PROFESSIONAL MEMBERSHIPS

AUCD Leadership Academy – Alumnus	<i>2019 – Present</i>
National AUCD Communications Special Interest Group – Chair and member	<i>2015 – Present</i>
University of New Hampshire CRM Guiding Principles Committee – Member	<i>2015 – 2016</i>
University of New Hampshire HIPAA Work Group – Member	<i>2013 – 2015</i>
University of New Hampshire Communicators Network – Co-Chair	<i>2012 – 2015</i>
University of New Hampshire Intellectual Property (IP) Work Group – Member	<i>2012 – 2013</i>

PROFESSIONAL PRESENTATIONS

- Gianino, M., Taylor, C., & Pariseau, C. (2017). The Leading Edge of Dissemination: Lifting Our Voices in the Digital Age. Presentation, AUCD Annual Conference, Washington DC.
- Gianino, M. (2016). How Infographics Can Enhance Your Communications Strategy. Community Education and Dissemination Council (CEDC) Webinar Series Presentation, online.
- Gianino, M. (2014). High Impact Dissemination: 10 Cost Effective Strategies to Communicate in a Digital and Academic Environment. Community Education and Dissemination Council (CEDC) Webinar Series Presentation, online.
- Gianino, M., & Frick, A. (2014). Building Effective 21st Century Communications Capacity on a Shoestring Budget. Presentation, AUCD Annual Conference, Washington DC.
- Gianino, M., & McMillan, E. (2014). UCEDD Promotional Efforts. Panel presentation, AUCD Technical Assistance Conference, Washington DC.
- Gianino, M. (2014). High Impact Dissemination Strategies. Presentation, AUCD Technical Assistance Conference, Washington DC.
- Gianino, M., & Smith, B. (2009). Disability in the Media. Presentation, TASH Conference, Pittsburg, PA.

COMMUNITY SERVICE

Oyster River Youth Association – Volunteer	<i>2010 – Present</i>
Community Church of Durham – Co-Chair Communications Workgroup	<i>2012 – 2015</i>
Community Church of Durham – Co-Chair Mission Board	<i>2011 – 2013</i>
City of Rochester Cultural Plan Advisory Committee – Member	<i>2005 – 2006</i>
Habitat for Humanity Greater Boston – Volunteer	<i>2002 – 2003</i>

SKILLS

Strategic Planning	Brand Management/Development	Communications Strategy
Project Management	Public Speaking	Marketing
Multimedia Production	Public Relations	Knowledge Translation

REFERENCES

Available upon request