

MEREDITH J. GAZDZINSKI, PMP

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Dynamic project leader and marketing communications strategist with journalism roots and economic development focus. Capable executor of large-scale events and programs; trusted ambassador and confident liaison with senior leaders, public officials, and media. Sleeves-up team player and relationship builder.

REPertoire

MetroHartford Alliance | Hartford, CT

Regional economic development organization with suite of initiatives focused on attraction and retention of jobs, capital and talent.

Economic Development Coordinator (Connecticut Insurance and Financial Services – CT IFS) (April 2019 – August 2019)

Planned and executed CT IFS/State of Connecticut presence at national industry conferences and business recruitment market visits through a funded economic development partnership with the State of Connecticut's Department of Economic and Community Development (DECD).

- Managed all aspects of CT IFS-DECD conference attendance, exhibitor presence and special events at National Association of Insurance Commissioners Insurance Summit (June 2019), Vermont Captive Insurance Association Annual Conference (August 2019), InsureTech Connect (September 2019), American Council of Life Insurers Annual Conference (October 2019) and related market visits.
- Lead internal planning team and managed engagement of external stakeholders.
- Administered conference and market visit budgets.

Program Director (CT IFS) (August 2014 – February 2019)

Chief of staff to Executive Director of 15-year initiative: go-to manager and executor of day-to-day operational activities for multiple workforce and economic development programs, national conferences and partnerships with public and private sector entities.

- Directly interfaced with senior and c-suite leadership of 32-member company Board of Directors in support of CT IFS programming.
- Planned, promoted, managed and executed industry talent recruitment events (annual Get Hired Career Fair; Actuarial Boot Camp; Banking Boot Camp).
- Planned, promoted, managed and executed nationally promoted annual Insurance Market Summit for 300+ industry leaders, professionals and innovators in Hartford.
- Defined and executed marketing strategies for diverse program audiences (3,000+ college and high school students; Hartford area business community, Connecticut public officials and Legislators).
- Cultivated media (local, national), academic (Connecticut, out-of-state) and vendor relationships in support of programs.
- Supported expansion of CT IFS membership; monitor program budgets.

Assistant Vice President for Specialized Communications (April 2014 – August 2014)

Oversaw digital advertising, messaging, press room and media relations efforts with focus on brand storytelling.

- Advanced investor engagement through management of and content curation for Alliance Newsroom and companion e-communication, Alliance Daily Brief; daily distribution to 3,000+ contacts with sustained above-average readership.
- Captured, edited and published video from Alliance events and programs to build brand awareness and showcase partnerships.
- Designed multi-partner advertising for international publication distributed at global captive insurance conference.

Communications, Marketing and Media Relations Manager (July 2012 – April 2014)

Managed marketing communications and media relations department with one direct report. Oversaw creative production processes and paid/in-kind advertising relationships supporting organization's event calendar of 70+ engagements annually.

- Launched press room and companion daily e-communication.
- Founded advisory group of marketing communications/public relations professionals (public and private) to expand organizational vision and tactics.
- Cultivated partnership with external agency, Co-Communications, to enhance public and media relations capacity.
- Spearheaded revamp of Alliance logo with external agency, Mintz + Hoke; choreographed public unveiling at formal launch event.

Marketing and Communications Specialist (January 2011 – July 2012)

Messaging specialist with content, design and audio/visual focus. Supported both Alliance marketing department and CT IFS.

- Curated Alliance and CT IFS brand visuals with professional, fresh edge to support investor engagement and build community awareness.
- Provided planning support for burgeoning city marketing campaign, Hartford Has It.

Consultant and Project Manager (CT IFS) (September 2008 – December 2010)

Realized leadership directives and influenced new methods for talent recruitment and retention, public advocacy and business attraction on behalf of Connecticut's insurance and financial services sector.

- Planned, managed and executed annual IFS Career Days at area universities to convene IFS employers and college talent.
- Pitched, designed and launched IFS-branded digital career resource for college students.
- Cultivated graphics and messaging for annual industry advocacy campaign before legislative leadership.

COMPLEMENTARY EXPERIENCE

YMR Consulting (July 2021 – present) | South Glastonbury, CT
Freelance marketing communications consultant for managing consulting firm.

Griebel Consulting (March 2019 – June 2020) | Hartford, CT
Freelance marketing communications consultant for managing consulting firm.

WheelerConnect (September 2018 – present) | Northampton, MA
Freelance marketing communications consultant for management consulting firm.

Five Eight Holdings (May 2018 – present) | Ellington, CT
Freelance marketing communications consultant for real estate investment company.

TEDxHartford (September 2017; September – December 2018) | Hartford, CT
Media liaison for independently run TEDx conference in Hartford.

The Pita Group (September 2015) | Rocky Hill, CT
Voiceover talent for Riverfront Recapture's *Lincoln Financial Sculpture Walk*, launched in Hartford, June 2016.

WGBH Boston (May 2008) | Boston, MA
Content researcher for Chef Ming Tsai's sixth season of *Simply Ming*. Awarded production credit.

butv10 at Boston University (September 2007 – May 2008) | Boston, MA
Supervised 200-member, 10-program, award-winning student television station concurrent with undergraduate studies. Developed cross-promotional relationship with CBS Interactive and managed daily talent/production skill-building experience (2006 – 2008).

CNN International (February 2007 – April 2007) | London, England
Production intern for CNN International feature program, *Revealed*, reporting to Executive and Assistant Producers.

UnitedHealth Group (June 2005 – August 2005) | Hartford, CT
Conceptualized, designed and launched digital storage platform for 20+ subject matter experts of PRIME technology unit.

EDUCATION

Boston University – College of Communication | Bachelor of Science, Broadcast Journalism – May 2008, *magna cum laude*

DESIGNATIONS

Project Management Professional (PMP®) | Project Management Institute – awarded November 2017

TECHNICAL SKILLS

Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Premiere); Wix website design, management, and analytics evaluation; social media channels; Cision PR platform; Sitefinity website content management platform

REFERENCES

Nancy Wheeler

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