

Eric Weiner

Qualifications Summary

Results-driven Public Affairs & Media Relations Specialist with 20+ years of experience transforming high-stakes communications initiatives across government, corporate, and media sectors. Enhanced organizational reputation by positioning 100 + positive stories in top tier media outlets and coaching 100+ leaders and staff for public speaking and media interviews. Expert at crafting and implementing strategic and crisis communications plans that protect organizational integrity. Successfully managed hundreds of media queries while working with a global network of colleagues to harmonize messaging. Recognized and promoted for securing outstanding media coverage and executing impactful messaging.

Areas of Expertise

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|-------------------------|----------------------------|---------------------------|
| ◆ Media Relations | ◆ Strategic Communications | ◆ Earned Media |
| ◆ Public Relations | ◆ Crisis Communications | ◆ Writing & Editing |
| ◆ Brand Enhancement | ◆ Team Leadership | ◆ International Reporting |
| ◆ Executive Positioning | ◆ Stakeholder Engagement | ◆ Business Development |

Professional Experience

U.S. Department of State, Diplomatic Security Service - Public Affairs & Media Relations Specialist
Tatitlek Corp. Contractor, 2018 - Present

Regularly engage with regional, national, and international media outlets to secure positive coverage; liaise between leadership and journalists to ensure accurate and favorable representation. Collaborate with global network of colleagues to develop, implement and measure cohesive messaging strategies that align with organizational goals. Monitor media landscape to identify opportunities and challenges, adapting strategies as needed to enhance brand reputation.

- Routinely develop and execute reactive and proactive communications to strategically protect and grow organizational reputation of 40K+ employees operating in more the 170 countries.
- Positioned 100 + positive stories in top tier TV and print media outlets, enhancing public perception.
- Coached leadership/staff for 100+ public speaking & media interviews, enhancing message clarity & confidence.
- Recognized by the Department of State for exceptional dedication, professionalism, and outstanding contributions to the Diplomatic Security Service public image.
- Promoted from Writer/Editor/Press Officer to Public Affairs & Media Relations Specialist for securing outstanding media coverage and executing impactful messaging.
- Led media campaigns spotlighting involvement in significant international events such as the Olympic Games and World Cups, resulting in exponential increase in media exposure over prior years.
- Oversaw design overhaul and publication of five unique monthly newsletters and daily newsfeeds, leading to increased internal audience engagement and increased morale.
- Authored and published 70+ articles and press releases, produced 10+ videos, and captured 1K+ events, significantly improving the owned-media footprint.

Analytic Services (ANSER) - Corporate Communications Director (2015 - 2017)

Oversaw all communication plans and campaigns, creating and implementing forward thinking approaches that aligned with organizational goals to enhance brand visibility and reputation. Partnered with various departments and leadership to coordinate unified messaging across all areas of the business. Regularly monitored and evaluated media landscape, industry trends, and analytics to assess the effectiveness of communication strategies.

- Completely overhauled corporate communications with limited resources during a critical period, instigating positive change within the organization.
- Crafted and executed a multi-faceted strategic communications campaign to boost awareness of Analytic Services and its public service commitment, resulting in enhanced corporate reputation.
- Successfully completed a 12-month leadership program to fast-track career progression, emphasizing managerial skills and strategic thinking.
- Earned an Excellence Award for notable contributions in advancing corporate communications, reflecting dedication and impact on organizational goals.

Analytic Services (ANSER) - Senior Analyst (2013 - 2015)

Led the daily planning and implementation of strategic Asia-Pacific initiatives and projects, aligning with organizational objectives and generating revenue. Utilized an extensive global contact network to cultivate new clients and business opportunities, fostering growth and expansion for the organization and enhancing brand recognition.

- Positioned the company as an industry leader through the publication of 15+ articles, execution of 19 events, and active promotion of accomplishments to media and stakeholders.
- Honored with the Trustee Award and two Excellence Awards for significant contributions in advancing corporate goals, reflecting a commitment to organizational success.

Tokyo Broadcasting System (TBS-US) - Producer & Journalist (2001 - 2012)

Directed comprehensive news production and event coverage for the Washington, D.C. Bureau, ensuring timely and accurate reporting. Skillfully produced bilingual news content across 25+ countries, 5 continents, and 30+ states, demonstrating linguistic versatility and international awareness. Orchestrated daily planning, directing, and producing of news content, ensuring alignment with editorial guidelines and audience interests.

- Successfully pitched and broadcast hundreds of compelling news stories under stringent deadlines, showcasing adaptability and journalistic integrity.
- Leveraged the role of Foreign Correspondents Association president to improve White House access, enhancing coverage quality and scope.

Education

BA in International Studies and Japanese Minor, American University, Washington, DC

Public Profile

www.linkedin.com/in/thecommsexpert

<https://www.thecommsexpert.com/>