



Ryan Colaianni

500+ connections

Messaging and Public Relations Professional - Edelman

Washington D.C. Metro Area | Public Relations and Communications

- Current** Edelman, University of Kansas Alumni Association, Various Publications
- Previous** American Sportfishing Association, Two West, The Office of University Relations at the University of Kansas
- Education** The University of Kansas
- Websites** Company Website

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Summary

At the world's largest public relations agency, I manage and provide strategic direction to public affairs, communications, mobilization and executive engagement campaigns for Fortune 100 corporate clients and Washington area trade associations. I am efficient and able to quickly acclimate myself with client objectives when working on a new account or industry.

Experience

Senior Account Supervisor

Edelman

July 2010 – Present (4 years 8 months) | Washington D.C. Metro Area



At the world's largest public relations agency, I manage and provide strategic direction to public affairs, communications, mobilization and executive engagement campaigns for Fortune 100 corporate clients, major research universities and Washington area trade associations. In addition, I have written op-eds, speeches, letters-to-the-editor, annual reports, policy documents, blog posts, email communications and other written materials for a variety of clients including Samsung, LBJ Presidential Library, Toyota, Shell, General Electric, John Deere, the American Petroleum Institute, ConocoPhillips, Business Roundtable, the Nature Conservancy, Nestle, and other Fortune 500 companies.

Lead and manage client teams of various sizes to complete client objectives across agency practices including digital and grassroots teams. Prepare and pitch new business proposals.

Conducted media outreach and stakeholder engagement for the LBJ Presidential Library during the 50th anniversary of many of President Johnson's legislative achievements. This included outreach and planning for the Civil Rights Summit in April 2014. This three-day event included participation from three former presidents and President Obama as well as civil rights leaders. This campaign led to an increase of awareness and favorability of President Johnson.

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Ryan Colaianni
Student at University of Alabama Orlando, Florida Area

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Intern, Alumni Programs Department at The KU Alumni Association



Callie Burrows
Account Executive at Edelman



Ashley Huggins



Abdulkareem Jibia
Attended ABU, ZARIA, NIGERIA



Heather Sieber
English & ESOL Teacher for Prince William County

Aided Samsung in advance and during litigation with Apple. Conducted stakeholder and media outreach as well as messaging strategy.

Authored the first ever annual report for Castleton Commodities International, a major commodities trader and energy producer.

Mobilized employees of the oil and natural gas industry to act on key policy issues that would negatively impact industry companies.

Served as the primary author of the "2013 State of American Energy", the American Petroleum Institute's 44-page annual report.

Mentor and manage staff daily, including conducting formal reviews of direct reports and providing formal feedback to colleagues.



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Chapter Leader - Washington DC Chapter

University of Kansas Alumni Association

October 2008 – Present (6 years 5 months)

I help plan a variety of events for Washington, D.C. alumni of the University of Kansas. I help plan Kansas basketball and football watch parties, created a Kansas alumni softball team, plan travel events for alumni to follow Kansas athletics and plan events to help alumni network with each other.

Develop networking events and plan out of town trips for Kansas alumni living in the Washington, D.C. area.

Freelance Sportswriter

Various Publications

May 2007 – Present (7 years 10 months)

Freelance sportswriter for various sporting events in the Washington, D.C. area. Have covered events for Newsday, the Philadelphia Inquirer and Covers.com among other publications.

Communications Associate

American Sportfishing Association

April 2008 – July 2010 (2 years 4 months)

Responsible for press releases, copy for the association's promotional materials, media relations, monthly e-newsletters, Web site content management, and Associate Editor of bi-monthly publication, American Sportfishing.

Public Relations Intern

Two West

September 2007 – December 2007 (4 months)



Media Relations Specialist

The Office of University Relations at the University of Kansas

January 2007 – May 2007 (5 months)

Was responsible for producing press releases on university events, faculty and students. Worked with local media on stories involving the University of Kansas.

Senior Sportswriter

University Daily Kansan

2003 – 2007 (4 years)



Skills

- Media Relations
- Press Releases
- Public Relations
- Copy Editing
- Social Media
- Blogging
- Copywriting

Education

The University of Kansas

Bachelor of Arts, Journalism and Political Science
2003 – 2007



Activities and Societies: Pi Kappa Phi, University Daily Kansan, New Student Orientation, Kansas Scholastic Press Association

Honors & Awards

6th place in the national William Randolph Hearst Awards for Sportswriting in 2006. Don Pierce Award for Sportswriting in 2006.

Groups



KU Alumni-Universit...



Past & Present Edel...



ICAST (International ...

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