

## **Cindy Arco**

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Seasoned communications leader with successful track record of crafting and executing strategic communications plans that align with organizational goals, elevate organizations' profiles, foster brand awareness and safeguard reputations

### **Key Skills**

Public Relations | Strategic Communications | Media Relations | Writing | Crisis Communications  
Media Training | Project Management | Cross-Functional Collaboration

### **Experience**

**Comcast Corporation**, Jacksonville, FL

**Florida Region Senior Public Relations Manager**, December 2021 - December 2023

**Florida Region Public Relations Manager**, March 2014 - December 2021

- Primary promoter and storyteller for Comcast's brand and protector of its reputation across Florida
- Led proactive and reactive external communications functions for Comcast across its Florida Region, which is the largest region in the company with nearly 1 million customers and more than 30,000 employees
- Consistently delivered favorable news media coverage, including an average of 900 stories yearly from 2014 to 2023 with an average of 97% of stories having a positive or neutral tone
- Collaborated with Government Affairs, Human Resources, Sales & Marketing, Talent Acquisition and Technical Operations department leaders to develop and implement strategic communications campaigns to align with company goals, enhance Comcast's reputation and promote its people and products
- Responded to media inquiries and provided background information, statements and interviews to the news media as a company spokesperson
- Coordinated news media interviews for senior leaders and Subject Matter Experts (SMEs)
- Initiated and maintained strong relationships with media contacts, including positioning leaders and SMEs as knowledgeable sources on digital equity, technology, cybersecurity and internet trends and current events
- Wrote external communications materials, including strategic communications plans, news releases, media advisories, story pitches, interview briefing memos, key messages, speeches, byline articles, video scripts, blog articles and social media content
- Pitched story ideas to the news media on company announcements, new products, events, community impact initiatives and charitable giving
- Crafted internal communications materials, including internal newsletter articles and content, intranet articles, company announcements, executive communications and talking points for senior leaders
- Developed crisis communications protocols and responded to media inquiries in crisis situations
- Managed and mentored junior staff members and interns
- Conducted media training for senior leaders and SMEs to prepare them for media interviews, internal and external events and speaking engagements
- Tracked company news media coverage, analyzed key metrics and presented results to senior leadership
- Expert-level proficiency in public relations and media coverage tracking software, including Cision Communications Cloud, Muck Rack, TVEyes, PRNewswire and Business Wire

**Dalton Agency**, Jacksonville, FL

**Strategic Communications Account Executive**, March 2011-March 2014

- Managed public relations strategy and activities for multiple clients, including the American Cancer Society's Florida Division, LEGOLAND Florida and Hyatt Regency Jacksonville Riverfront hotel
- Developed written materials for clients, including news releases, media advisories, pitches, talking points, key messages, interview briefing memos and social media content
- Tracked news media coverage, analyzed metrics and reported results to clients
- Prepared clients for media interviews as a member of the agency media training team

**Principle Creative**, Jacksonville, FL

**Public Relations & Social Media Director**, January 2010-March 2011

- Managed public relations and social media strategy and activities for clients such as Daniel, the oldest child-service organization in Florida, Children's Home Society of Florida, 14 local Panera Bread bakery cafes and the Jacksonville Ice & Sportsplex
- Developed written materials for clients, including news releases, media advisories, newsletters, website content, advertising copy and social media posts

**First Coast News**, Jacksonville, FL

**Multimedia Producer**, July 2007-August 2009

- Produced the weekday 6 pm newscast and coordinated its live broadcast with news anchors, reporters, photographers, the director and floor crew to ensure every show was properly executed on time
- Wrote stories and developed additional content for the station's website

**KVIA-TV**, El Paso, TX

**Newscast Producer**, July 2005-July 2007

- Produced the weekday 6 pm newscast and coordinated its live broadcast with news anchors, reporters, photographers, the director and floor crew to ensure every show was properly executed on time

## **Education**

**Bachelor of Arts, B.A. in Broadcast Journalism and Political Science from Syracuse University**

- S.I. Newhouse School of Public Communications and Maxwell School of Citizenship and Public Affairs
- Graduated Magna Cum Laude