**JOSEPH P. GERBINO** (305) 857-7878 | jpgerbino@gmail.com | Fort Lauderdale, FL 33308 | [LinkedIn](http://www.linkedin.com/in/jpgerbino)

**SENIOR CORPORATE AND BRAND COMMUNICATIONS LEADER**

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| * A proven **global corporate and brand communications leader** with nearly 20 years of experience promoting and protecting the reputations of leading global brands including ACCENTURE, AIG, BACARDÍ, BURGER KING, CLUB MED, DEWAR’S, DISNEY CONSUMER PRODUCTS, GATORADE, GREY GOOSE and MILLER LITE, among others.
* Supported hundreds of millions of dollars in brand growth through creative brand communications strategies and best-in-class reputation management.
* Recognized for building strong business relationships and delivering big ideas that educate, engage and influence key stakeholders to drive third-party brand advocacy that produces measurable business results.
* Globally-oriented strategic thinker who thrives in fast-moving, deadline-driven environments.
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**LEADERSHIP COMPETENCIES:** Corporate & Brand Communications | Crisis Communications & Issues Management | Executive & Change Communications | Luxury, Lifestyle & Influencer Marketing | Experiential PR & Stakeholder Engagement | Social Media Engagement | Corporate/Brand Spokesperson | Superior Oral & Written Communications | In-House & Agency Experience

PROFESSIONAL EXPERIENCE & SELECTED ACHEIVMENTS

**CITRIX SYSTEMS INC.:** Fort Lauderdale, FL 2016 – 2018

**Global Communications Business Partner, Worldwide Sales & Services**

Established a corporate and executive communications strategy for the Worldwide Sales & Services organization with a focus on internal communications and employee engagement, external communications and thought leadership, and crisis communications and reputation management.

* Implemented global communications strategies that built awareness and support for business priorities and helped achieve seven consecutive quarters of positive sales results.
* Developed strategic messaging and communications initiatives that advanced the organization’s cloud business strategy with trade media, strategic partners and industry analysts.
* Executed a “100 Days of Customers” global communications program that leveraged client success stories that amplified thought leadership and promoted Citrix solutions among analysts, trade media, and prospective clients.

**AIG – AMERICAN INTERNATIONAL GROUP:** Miami, FL 2014 – 2016

**Strategic Communications Officer, Global Commercial Insurance & Americas Region**

Developed internal and external communications and engagement opportunities for AIG’s Global Commercial Insurance organization and Americas Region. Directed and collaborated with 10 country PR managers on regional and global communications initiatives.

* Helped create and implement a global communications strategy instrumental in maintaining employee engagement and marshalling change during AIG’s largest reorganization since the 2008 financial crisis.
* Enhanced AIG’s brand and reputation among key stakeholders through an executive communications strategy that leveraged external speaking engagements, press interviews, public official engagement, and influencer engagement.
* Amplified key CSR programs that helped solidify AIG’s reputation as a responsible corporate citizen.
* Increased external executive visibility 300 percent over prior year among key trade, business, and regional media.

**FONTAINEBLEAU MIAMI BEACH:** Miami Beach, FL 2013 – 2014

**Director of Public Relations**

Directed corporate communications, crisis communications, government relations and social media for the iconic $4 billion, 1504-room oceanfront resort including eight food and beverage outlets, two nightlife venues, five retail stores, a 40,000 square-foot spa, and world-class entertainment.

* Increased annual media impressions 84 percent over prior year, securing more than 6 billion positive media impressions and more than $12.5 million in media value on a $350,000 public relations and social media budget.
* Directed PR campaign with Clear Channel for Fontainebleau-iHeartRadio Ultimate Pool Party, including publicity, a 120-market radio promotion, and 2-hour CW Network special that earned 650,000 impressions.
* Developed and executed communications strategy to launch new restaurant concept that earned coverage by The Today Show and others garnering $175 million impressions and $1.25 million in media value.
* Led media relations, event management and talent relations for BleauLive concert series featuring Robin Thicke, Pharrell Williams, Miley Cyrus, LL Cool J, The Band Perry and Adam Lambert, among other artists.

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**BACARDI U.S.A. INC.:** Miami, FL 2008 – 2012

**Senior Manager, Corporate Communications & Brand Public Relations**

Led the development, execution, goal setting and measurement of corporate and brand communications programs that helped drive growth while protecting and promoting the company and its portfolio of leading wine and spirits brands.

* Partnered with sales to execute portfolio sales programs that drove awareness, redemptions and sales, including the “Mix & Share” program that directly contributed to a 20 percent increase in redemptions over prior year.
* Directed PR campaign for launch of BACARDÍ OakHeart Spiced Rum that drove awareness, trial and helped make the brand the number three best-selling spiced rum in just 90 days on the market.
* Advised brand teams on strategy and messaging for sampling and brand education programs including DEWAR’S Decision, BACARDÍ Belief and GREY GOOSE Distilled that drove trial and built brand advocacy among influencers.
* Partnered with marketing to execute “BACARDÍ Like it Live” social media campaign that brought consumers’ Facebook “Likes” to life at experiential events and delivered nearly 400,000 new Facebook followers in just 90 days.
* Contributed to development and execution of a global PR campaign for the 150th Anniversary of BACARDÍ Rum that resulted in more than 500 million impressions and contributed to 4 percent increase in depletions over prior year.
* Guided a global communications strategy for the BACARDÍ Global Legacy Cocktail Competition that touched more than 500 leading mixologists and more than 300 traditional and social media influencers in 27 countries.
* Negotiated agency and vendor contracts that resulted in a $350,000 annual cost savings.

**THE CHARMER SUNBELT GROUP:** Miramar, FL 2005 – 2008

**Director of Public Relations & Special Events**

Directed public relations, sponsorships, promotions and special events throughout Florida that helped suppliers translate national brand plans into local activations that supported prospecting, closing, and on- and off-premise sales.

* Transformed public relations department from solely special events-driven to encompass key PR and marketing functions including media relations, promotions, community relations and social responsibility.
* Built and maintained relationships with key wine, spirits and consumer lifestyle media that resulted in positive media coverage that drove local market awareness, positive brand perception, brand affinity and on- and off-premise sales.
* Established strategic partnerships with organizations including the Alonzo Mourning Foundation, American Lung Association, American Red Cross, Humane Society, Make-A-Wish Foundation, and the Super Bowl XLI and XLII Host Committees that helped suppliers drive consumer engagement throughout Florida.
* Led local media relations, promotions and special events for new product launches such as HAVANA CLUB Rum, PARTIDA Tequila, CABANA Cachaça, and new wines and vintages from producers including BANFI, E&J GALLO, KENDALL JACKSON, and others.

**BURGER KING CORPORATION:** Miami, FL 2004 – 2005

**Manager, External Communications**

Managed corporate communications team and external agency that developed impactful brand communications strategies that drove sales and proactively managed and mitigated a range of reputational threats.

* Played a key role in the development and delivery of communications strategy for launch of a new menu item that increased breakfast sales approximately 20 percent, despite being the subject of intense media scrutiny.
* Led communications and served as spokesperson for breakthrough brand integrations into entertainment properties including NBC’s "The Apprentice" and FOX’s “The Simple Life.”
* Earned praise from senior management for establishing strong relationships with key stakeholders throughout the BURGER KING system that enabled the effective management of communications opportunities and challenges.
* Established strong media relationships instrumental in promoting and protecting the BURGER KING brand via national and local market print, broadcast and digital media.

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**BURSON-MARSTELLER:** Chicago, IL/Miami, FL 2000 – 2004

**Manager, Media Practice** (2002-2004)

**Senior Associate, Brand Marketing Practice** (2000-2002)

Managed new business development and day-to-day management of key accounts including GATORADE, MILLER LITE, ACCENTURE, CLUB MED, and IKEA. Managed account teams ranging from five to 10 people and led, retained and grew accounts totaling more than $1.5 million in revenue.

* Helped increased agency revenues more than 10 percent year-over-year by providing superior client service that resulted in client retention and new business.
* Directed public relations campaigns that resulted in positive coverage by leading national media such as CNN, NBC Nightly News, Time, Newsweek, USA Today, The New York Times and Associated Press, among others.
* Built strong relationships with key GATORADE business partners (NFL, NBA and NASCAR) that enabled innovative communications strategies that solidified the brand’s ownership of more than 90 percent of the sports drink market.
* Led national Hispanic communications program for the launch of GATORADE Xtremo, a line extension targeted at Latino consumers that became the second highest-selling GATORADE sub-line in its first year on the market.
* Developed marketing communications program for an upstart Miami-based toy company that built company credibility among key toy industry influencers and directly contributed to sales of more than 200,000 units to major retailers.
* Effectively handled media relations, spokesperson media training and pressroom management for the National Academy of Recording Arts & Sciences’ 4th Annual Latin GRAMMY Awards.

ADDITIONAL EXPERIENCE

**Bailey Gardiner Communications:** San Diego – Senior Account Executive, 1998 – 2000.

**Golin Harris Communications:** Los Angeles – Account Coordinator, 1997 – 1998.

**CBS News:** New York – Intern, 1996.

EDUCATION

**SAN DIEGO STATE UNIVERSITY:** B.A., Communications.

**NOVA SOUTHEASTERN UNIVERSITY HUIZENGA SCHOOL OF BUSINESS:** Candidate – MBA, Marketing.

Tags: Corporate Communications, Media Relations, Social Media, Executive Communications, Public Affairs, Leadership Communications, Global Media and Communications Strategy, Mars, Wrigley, Confectionary, Cocoa, Sustainability, Digital Media, Traditional Media, External Communications Strategy, Global Communications, Regional Communications, Proactive, Agencies, Internal, External, PR, Strategy, Write, Manage, Product Management, Visual Communications, Crisis Communications, Brand Communications, Announcements, Updates, News, Events, Self-Motivated, Action Oriented, Collaborative, Team Player, Graphic Design, Video Editing, Photography, Stakeholder Relations, Government Relations & Public Policy, Investor Relations, Philanthropy, Community Relations, Diversity & Inclusion, Storytelling, Executive Leader Communications, Writing, Editing, Marketing, SharePoint, Cross-Marketing, Executives, Customer Service, Brands, Trade Associations, Human Resources, Brand Awareness, Cohesive Communications Plan, Product Marketing, Partnerships, Speaking Engagements, Events, Sponsorships, Promotions, Message Development, Brand Perception, Corporate Reputation, Spokesperson, Press Releases, Video Communications, Social Media, eCommerce, Editorial Calendar, Integrated Communications, Public Relations, Business Knowledge, Negotiation Skills, Organizational Savvy, Microsoft Office, Google, PowerPoint, Word, Facebook, Twitter, Instagram, LinkedIn, Global Director of Communications, Video, Audio Scripts, Executive Letters, Speech Writing, Copy Writing, Print, Online, Social Media Content, Retail, Global, End-to-End marketing, Internal, External, Bachelor’s Degree, MBA, Master’s Degree, Journalism, Creative Ability, New Media Technologies, Corporate Affairs, Campaigns, Project Management, Deadlines, English, Spanish, Politically Savvy, Influence, SNICKERS, M&M’s, TWIX, MILKY WAY.