

ALEXANDER R. ZAVISTOVICH

SENIOR COMMUNICATIONS AND PUBLIC RELATIONS EXECUTIVE

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PROFESSIONAL SUMMARY

Strategic Communications, Public Relations, and Editorial Executive. Over 25 years of success developing and executing high-profile PR, brand positioning, and multi-channel content strategies across technology, life sciences, government contracting (B2G), and publishing sectors. Proven track record supporting multi-million-dollar brand value, securing high-value earned media in Tier-1 global publications (e.g., The Wall Street Journal, Nature, The Financial Times, The Washington Post), and counseling C-suite leaders. Recognized spokesperson, media trainer, and editorial strategist skilled at executing multi-channel campaigns to support complex operational goals, revenue growth, and brand reputation.

SKILLS & CORE COMPETENCIES

- **Executive Leadership and Strategy:** Strategic Communications and Integrated PR, Executive Thought Leadership and Corporate Positioning, Stakeholder Relations & Brand Alignment, P&L, Operating Budget & Resource Management, Agency Leadership & Account Management, Business Development & Revenue Generation
- **Media and Content Execution:** Top-Tier Earned Media Relations Strategy and Execution, Crisis Communications and Issues Management, Content Strategy and Editorial Leadership, Custom Publishing & Trade Journalism, Direct Response Marketing Copywriting and Design, Spokesperson and Public Affairs Strategist
- **Domain and Digital Expertise:** B2B & B2G Brand Enhancement Campaigns, Omnichannel and Digital Marketing Strategy, C-Suite Media Coaching and Message Training, Defense, IT, Biotech and Health Tech Domain Expertise
- **PR Platforms and Analytics:** Media Intelligence & Database Tools (Cision, Muck Rack, Meltwater), Email Distribution (MailChimp) Wire Distribution and AI Content Tools (Claude, Gemini, Co-Pilot)

WORK EXPERIENCE

INDEPENDENT STRATEGIC COMMUNICATIONS CONSULTANT | Baltimore, MD

Senior Communications and Public Relations Consultant | Strategic Media Advisor — 2003 – Present

- **Strategic Communications and PR Advisory:** Create and execute multi-channel PR, brand strategy, and media intelligence programs complemented with platforms like Cision and Muck Rack to drive enterprise campaigns across B2B, B2G, technology, and life sciences sectors (\$10M to \$1B revenues). Maintain two ongoing client relationships of 10 and 15 years, respectively.
- **Tier-1 Earned Media Acquisition:** Pitch and secure high-impact earned media placements across global business, defense, and trade publications, including The Wall Street Journal, The Washington Post, The Financial Times, The Boston Globe, Nature, Forbes Technology Council, Washington Technology, and Federal News Network.
- **Executive Thought Leadership and Messaging:** Write and produce complex corporate communications (executive commentary, white papers, technical feature articles, sales collateral, direct-mail campaigns). Prepare C-level leaders for consumer and trade press engagements through interview simulation and presentation coaching.
- **Fractional Agency Leadership:** Directed strategic planning and tactical PR campaigns for biotech/pharma agency CGLife. Actively participated in new business development meetings with existing clients.

STRATEGIC COMMUNICATIONS GROUP | Silver Spring, MD

Vice President of Public Relations — 1998 – 2003

- **Agency PR Leadership:** Directed public relations operations and integrated campaign execution for a 35-person high-technology PR and advertising agency serving IT networking, Internet, and telecommunications clients. Judge of Bronze Anvil Awards of the Public Relations Society of America.
- **Business Development and Account Growth:** Spearheaded new business acquisition strategy, closing over \$1M in new business; managed primary account representing \$2M in annual revenue as Senior Account Director.
- **Team Management and Media Results:** Oversaw recruitment, performance management and compensation structures for the PR department. Secured earned media coverage across top-tier business outlets including Inc. Magazine, Financial Times, WSJ, and The Washington Post.

PHILLIPS BUSINESS INFORMATION | Potomac, MD

Executive Editor / Associate Publisher — 1995 – 1998

- **P&L and Operational Governance:** Held full operational and editorial authority for two monthly trade magazines and a bi-weekly newsletter generating \$6.4M in annual gross revenues.
- **Custom Publishing and Convention Dailies:** Managed publishing execution for two major convention daily newspapers and six annual single-vendor sponsored supplements.
- **Digital Transformation and Product Launch:** Successfully conceptualized and launched new print and digital publication products across emerging technology sectors.

ROSSEL ADVERTISING | Silver Spring, MD

Director of Media Relations — 1994 – 1995

- **Revenue Acceleration:** Established new media relations strategies aligned with corporate profitability goals, securing \$300K in new Service Agreements within the first 90 days.

WATER ENVIRONMENT FEDERATION | Alexandria, VA

Director of Technical Periodicals / Associate Publisher — 1993 – 1994

- **Association Publishing & Budget Management:** Directed publishing operations for three magazines and a newsletter serving a 40,000-member professional association. Held approval authority for a \$2.6M annual operating budget.

EARLIER CAREER HISTORY

- **Editor, Radio World Newspaper — Industrial Marketing Advisory Services:** Managed editorial operations, 5 internal staff, and 20 contract writers for a bi-weekly, 48-page broadcast engineering publication (1986–1993).
- **Intelligence Operations Specialist — Naval Intelligence Command:** Executed defense communication and specialized intelligence analysis supporting strategic intelligence objectives (1983–1986).

EDUCATION AND TRAINING

- Bachelor of Arts (BA) — The College of William & Mary, Williamsburg, VA
- Advanced Russian Language and Soviet Realities, CIA, Arlington, VA
- Department of Defense Strategic Debriefing Course, Ft. Huachuca, AZ

AFFILIATIONS, HONORS AND CREDENTIALS

- **Industry Awards:** International Association of Business Communicators (IABC) Silver Inkwell Award of Excellence | American Society of Business Press Editors (ASBPE) Award of Excellence
- **Non-Profit Leadership:** Founder/Board President, National Edgar Allan Poe Theatre (501(c)(3) Non-Profit Organization)
- **Languages:** English (Native/Fluent) | Russian (Basic Conversational)