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Media Relations and Communications Executive

More than 15 years of Experience in Public Relations Across Verticals

Senior leader with extensive brand, corporate and crisis communications experience across a wide variety of verticals, including sports teams and governing bodies, automotive OEMs and agencies, as well as consumer products. Strategic planner who builds and executes public relations, digital media and marketing plans tied to business objectives.

Career Experience

Belkin International, Playa Vista, CA

Global Public Relations Manager (May 2019 to March 2020)

Led cross-functional teams on a vast array of external and internal communications projects for four technology brands: Belkin, Linksys, Phyn and Wemo.

- ◆ Planned and executed public relations strategies for new product introductions on a global scale.
- ◆ Engaged in media relations and crisis communication efforts with business, technology and lifestyle press.

HB2 Group, Los Angeles, CA

Strategic Communications and Partnerships Lead (September 2018 to September 2019)

Worked directly with brand-side marketers to elevate awareness and brand perception through unique activations, marketing programs and partnerships, all of which possessed inherent earned media value and digital elements.

- ◆ Negotiated and managed a long-term endorsement between NFL Network talent Ian Rapoport and Don Francisco's Coffee, the brand's first venture into a national talent partnership.

Joe Agency, Los Angeles, CA

Director of Strategic Communications (September 2017 to September 2018)

Supported fledgling organization's needs by wearing several hats, including business development, client services and external communications.

- ◆ Planned and directed a virtual national tour for the Toyota Yaris that launched at the New York International Auto Show and featured celebrity talent partners in various verticals, from media to food and entertainment.

Toyota Motor North America, Torrance, CA

Brand Communications Manager (Director) (July 2015 to August 2017)

Led a nimble team through multiple simultaneous long-term projects and initiatives that aligned with corporate business objectives. Provided strategic counsel to top executives. Amplified several existing partnerships through extensive media relations efforts across multiple verticals. Managed a multi-million-dollar department budget and multiple agency support budgets.

- ◆ Planned and executed press outreach and messaging for multiple sports initiatives, including NFL team partnerships, Super Bowl campaigns, Toyota's NASCAR program, the brand's TOP Olympics sponsorship as well as National Governing Body and athlete selections and negotiations.

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- ◆ Collaborated extensively with the marketing division to deliver comprehensive public relations strategies and support on all Toyota national vehicle campaigns, experiential activations and diversity marketing programs.

Saatchi & Saatchi LA**Director of Public Relations** (July 2013 to July 2015)

Actively participated in the planning and development of vehicle marketing campaigns before they were presented to the client. Regularly worked with journalists in several verticals to place stories around agency and client programs and activities. Balanced a high six-figure department budget.

- ◆ Spearheaded a cross-functional joint agency/client team for two Super Bowl campaigns, both of which directly resulted in more than three billion media impressions, a Toyota record.
- ◆ Managed a team of three employees that balanced agency and client responsibilities.

UCLA Athletics, Los Angeles, CA**Executive Director of Athletic Communications** (September 2011 to June 2013)

Planned and led traditional and digital communications strategies for the athletic director and the department.

- ◆ Mitigated public issues by engaging in crisis communications planning and implementation for the athletic department in coordination with top university officials, including the Chancellor.
- ◆ Established complex PR and digital media plans for events and activities, including a prospective Heisman Trophy campaign, the re-opening of the Pauley Pavilion and launch of the Pac-12 Networks.

Creative Artists Agency, Century City, CA**Corporate Communications Executive** (July 2010 to May 2011)

Constructed proactive crisis and regular communications plans for athletes, coaches and entertainers.

Leader Enterprises (now The Brand Amp), Seal Beach, CA**Senior Account Manager** (July 2007 to July 2010)

Led several integrated marketing account teams and assisted in public relations and social media activities for multiple brands, including DIRECTV and Motorola at multiple Super Bowls.

The Rogers Group, Los Angeles, CA**Account Supervisor** (February 2006 to June 2007)

Embedded with client team (Acura), provided communications counsel for daily operations and product launches.

Los Angeles Galaxy Carson, CA**Senior Communications Manager** (May 2003 to February 2006)**CONCACAF New York, NY****Press Officer** (December 2001 to May 2003)

Education

Bachelor of Arts in Broadcast Journalism, University of Maryland, College Park