

Cindy Arco

(904) 760-9511 • cindy.arco@gmail.com • [linkedin.com/in/cindyarco](https://www.linkedin.com/in/cindyarco)

Experience

Comcast Florida Region

Jacksonville, FL

Senior Public Relations Manager – December 2021-December 2023

Public Relations Manager - March 2014-December 2021

- Managed public relations activities for Comcast across its Florida Region service footprint, which includes Fort Myers-Naples, Jacksonville, Miami-Fort Lauderdale, Panama City, Sarasota, Tallahassee, the Treasure Coast and West Palm Beach and parts of southeastern Georgia and southeastern Alabama
- Worked with the External Affairs, Human Resources, Sales & Marketing and Technical Operations teams to develop and implement multi-platform external communications campaigns to align with company goals, meet key performance indicators (KPIs), enhance Comcast's reputation and promote its people, products and service
- Wrote public relations materials, including strategic communications plans, news releases, media advisories, story pitches, key messages, speeches, website content, blog stories and social media content
- Responded to media inquiries and provided background information, statements and interviews to the news media as a company spokesperson
- Developed crisis communications plans, protocols and messaging and responded to media inquiries in crisis situations
- Conducted media training and reviewed key messages and talking points with senior leaders to prepare them for media interviews, events and speaking engagements as Subject Matter Experts (SMEs)
- Monitored external communications channels, including local, state, national and industry news, social media platforms and stakeholder and influencer communications, for news and information that could impact the company's operations or reputation, and initiated the appropriate response in coordination with relevant internal and external partners
- Managed relationships with external agencies to develop and execute public relations campaigns and social media influencer branded partnerships and campaigns
- Tracked company news media coverage, analyzed key metrics and developed and presented reports to the senior leadership team
- Expert-level proficiency in public relations and media coverage tracking software, including Cision Communications Cloud, TVEyes, PRNewswire and Business Wire

Dalton Agency | Strategic Communications Account Executive

Jacksonville, FL

March 2011-March 2014

- Managed public relations strategy and activities for 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 and social media content
- Tracked news media coverage, analyzed metrics and developed reports for clients
- Prepared clients for media interviews as a member of the agency media training team

Principle Creative | Public Relations & Social Media Director

Jacksonville, FL

January 2010-March 2011

- Managed public relations for clients including 14 local Panera Bread bakery cafes, numerous local nonprofit organizations including Daniel, 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 | Multimedia Producer

Jacksonville, FL

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 | Newscast Producer

El Paso, TX

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: Syracuse University

- Bachelor of Arts in Broadcast Journalism and Political Science
- Graduated Magna Cum Laude in May 2005