

# Cindy Arco

## Strategic Communications | PR Leader | Corporate & Crisis Communications

(904) 760-9511 | [communications@cindyarco.com](mailto:communications@cindyarco.com) | [linkedin.com/in/cindyarco](https://www.linkedin.com/in/cindyarco)

### Summary

Strategic Communications Leader with 15+ years of experience in public relations, executive communications, and crisis management. Proven success leading high-impact campaigns and storytelling initiatives across corporate, nonprofit, and agency settings. Adept at shaping public narratives, aligning messaging with organizational goals, and driving measurable media results. Collaborative partner to executive leadership, cross-functional teams, and external stakeholders.

### Key Skills & Core Competencies

- Strategic Communications
- Public & Media Relations
- Executive & Internal Messaging
- Crisis & Reputation Management
- Writing, Editing & Content Strategy
- Thought Leadership Development
- Cross-Functional Team Collaboration
- Stakeholder Engagement & Influence
- Media Monitoring (Cision, Muck Rack, PRNewswire)
- Analytics, Reporting & Data-Driven Insights
- Project & Campaign Management

### Technology & Tools

Expert-level proficiency in public relations and media coverage tracking software, including Cision Communications Cloud, Muck Rack, TVEyes, PRNewswire, and Business Wire. Proficient in Microsoft Office Suite, Google Workspace, Intranet CMS platforms, and analytics reporting tools.

### Professional Experience

**CindyArco.com** – Jacksonville, FL

**Freelance Communications Strategist** | February 2024 – Present

- Delivering high-impact strategic communications, content development, and brand consulting services for a range of clients.
- Collaborated with lifestyle and thought leadership brands on executive messaging, media strategy, and brand positioning.
- Led content creation for internal communications, and cross-platform storytelling.
- Current client work includes undisclosed engagements under NDA.
- Known for a collaborative, insights-driven approach that connects messaging with measurable impact.

**Professional Development Transition** – Jacksonville, FL

January 2024 – February 2024

- Severed from Comcast Corporation following a divisional reorganization that impacted multiple teams across the region. Used this period to reflect, reframe, and lay the groundwork for launching a freelance venture.

**Comcast Corporation** – Jacksonville, FL

**Senior Public Relations Manager** | December 2021 – December 2023

**Public Relations Manager** | March 2014 – December 2021

- Delivered an average of 900 media stories annually with a 97% positive/neutral tone
- Served as a lead spokesperson, managing all press inquiries and proactive media outreach
- Built strong media relationships, positioning executives and SMEs as trusted industry voices
- Developed crisis communication plans and protocols while managing real-time media response during high-pressure situations
- Coordinated with leadership to align brand messaging across technical, customer service, and executive teams
- Drafted key messaging, executive speeches, bylines, and video scripts with a strong focus on impactful speech writing for senior leadership
- Managed internal communications initiatives, including intranet content, newsletters, and leadership announcements
- Partnered with Government Affairs, HR, Sales & Marketing, Talent Acquisition, and Technical Ops to align PR with business goals
- Conducted media training for senior leaders and SMEs
- Mentored junior PR staff and interns
- Tracked and analyzed media performance, presenting results to senior leadership

**Dalton Agency**, Jacksonville, FL

**Strategic Communications Account Executive** | March 2011 – March 2014

- Led PR campaigns for clients including American Cancer Society, LEGOLAND Florida, and Hyatt Regency
- Created news releases, briefing memos, social content, and talking points
- Provided media training and managed media metrics reporting

**Principle Creative**, Jacksonville, FL

**Public Relations & Social Media Director** | January 2010 – March 2011

- Managed PR and social media strategies for clients including Daniel Kids, Panera Bread, and the Jacksonville Ice & Sportsplex
- Developed written materials 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 6pm newscast and coordinated live broadcasts
- Developed website content and supported editorial planning

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

**News Producer** | July 2005-July 2007

- Produced 6pm newscast and managed newsroom coordination

**Education**

**Syracuse University** – Bachelor of Arts in Broadcast Journalism & Political Science

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