

# Ernest Landante, Jr.

Media Relations • Issues Advocacy • Campaign Management  
Video Production • Digital Marketing

17 Millman Dr.  
East Brunswick, NJ 08816  
609-989-1000  
elandante@gmail.com

## EXPERIENCE SUMMARY

### **New Jersey Department of Children and Families, Trenton, NJ** **Director of Communications and Public Affairs**

JUNE 2013 - PRESENT

Managed external and internal communications for the third largest department in state government. Led the department into the digital communications age by introducing video news releases and email marketing to its communications repertoire. Prepared legislative and federal court hearing testimony for the commissioner. Established higher standards for news releases and enforced adherence to brand standards. Developed and managed several child safety awareness campaigns.

### **Office of the Lieutenant Governor, Trenton, NJ** **Director of Communications**

DECEMBER 2011 - JUNE 2013

Served as chief spokesperson and led communications effort for the Lieutenant Governor and New Jersey Department of State. In Superstorm Sandy's aftermath, served as the state's 2012 presidential election media point person, explaining how citizens in storm damaged areas could cast their ballot. Wrote news releases and managed press tours supporting business development in New Jersey.

### **HealthCare Institute of New Jersey, New Brunswick, NJ** **Director of Communications**

AUGUST 2010 - DECEMBER 2011

Led communications effort for New Jersey's pharmaceutical and life sciences industry association. Speechwriter for president and chief executive officer. Prepared annual reports, wrote news releases, and served as the organization's spokesperson. Designed, wrote, and managed distribution of quarterly email newsletter. Managed operation and content of WordPress website.

### **Novita Issue Communications/Online VNR, East Brunswick, NJ** **President**

MAY 2005 - DECEMBER 2011

Founded issues advocacy and public relations firm. Achievements include leading successful legislative advocacy campaign for New Jersey REALTORS and a public awareness effort for CFG Health Network. Other work includes managing the PatientGUARD advocacy campaign, producing a regular cable television news report for Hillsborough Township, and hosting and producing a podcast for Robert Wood Johnson University Hospital. Business development includes Allied Junction Corporation, New Jersey Fraternal Order of Police, New Jersey and Northern Railway, and Brain Injury Alliance of New Jersey.

## AWARDS

**Golden World Award for Excellence** International Public Relations Association,

**Pollie Award** American Association of Political Consultants,

**IRIS Award** International Association of Business Communicators

**Jasper Award** Jersey Shore Public Relations and Advertising Association

**Pyramid Award** Public Relations Society of America/New Jersey Chapter

**Pyramid Award** Public Relations Society of America/New York Chapter

**Platinum PR Award** PR News

**Pyramid Award** Public Relations Society of America/New Jersey Chapter

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## **Winning Strategies Public Relations, Newark, NJ**

### **Partner and Director of Operations**

2000 - MAY 2005

Provided public relations and advocacy campaign services for clients and managed the firm's operations. Highlights include managing an overwhelmingly successful and award winning communications campaign for New Jersey's auto insurance industry and creating an Internet campaign for funding state transportation projects. Other notable achievements include providing entree to influential national newspaper editorial boards, including the Wall Street Journal, USA Today, Philadelphia Inquirer, and Star-Ledger and managing the crisis response for the Passaic Valley Water Commission, serving as its spokesperson and appearing twice live on Fox News.

Boosted profits by introducing billable hour tracking system, capturing costs for client rebilling, implementing stronger agency-client contracts and tighter financial controls. Reduced absenteeism by creating leave request and tracking system and reduced agency liability by writing new employee handbook. Improved staff recruitment and screening by adopting standard job application and reference checking practices.

## **EDUCATION**

**Rutgers Graduate School of Management, New Brunswick, NJ**  
Attended

**Kean University, Union, NJ**  
B.S., Management Science

**Rosenblum TV, New York, NY**  
Certified, Video Storytelling and Production Bootcamp

**General Assembly, New York, NY**  
Digital Marketing Circuit, Google AdWords Bootcamp, and Social Media Bootcamp

**Center for Juvenile Justice Reform, Georgetown University, Washington, DC**  
Public Information Officers Learning Collaborative

**Rutgers Center for Local Government Services, New Brunswick, NJ**  
Certificate, Elected Municipal Official Education Program

**New Jersey Department of Community Affairs, Trenton, NJ**  
Certificate, Land Use Law and Planning

## **SKILLS**

Advocacy campaign management

Strong writer and copyeditor

Media relations

Video production and editing

Radio ad production

WordPress

Creative thinker

Agency operations

## **VIDEO PRODUCTION**

Visit <https://goo.gl/swEjKH>

## **TELEVISION APPEARANCES**

Visit <https://goo.gl/qCvhMq>