

ANDREW T. DIORIO, APR

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STRATEGIC COMMUNICATIONS LEADER

Communications professional with a measurement and relationship-building mindset, Accredited in Public Relations (APR) with experience in C-suite and employee communications, change communications, media relations, and event planning. Skilled in public speaking, writing and editing, and high-level messaging for executive communications.

PROFESSIONAL EXPERIENCE

Hallmark Cards, Inc., Kansas City, MO

Public Relations and Social Media Director – Corporate Reputation

November 2016 – November 2019

Directed corporate media relations and reputation and issues management working with risk management, product integrity, and sustainability teams. Supervised a specialist to manage Hallmark's employee advocacy program, Glassdoor and Indeed social media platforms, and PR and social media support for Hallmark's Visitors Center and Kaleidoscope attractions.

- Shifted narrative about the company focusing on diverse portfolio of businesses, helping to change perception of solely a greeting card company, and enhanced its online presence with an updated corporate website.
- Directed creation of company's first social responsibility report (under budget by \$100K) which has become an award-winning annual publication highlighting work in community involvement, sustainability, and diversity and inclusion.
 - Utilized vendor partnership to garner 41% higher impressions and 134% higher clicks than benchmarks.
- Created and re-established relationships with 30+ local and national media, secured monthly earned TV segment to showcase Hallmark's creativity, products and core messages. In first two years secured 100+ segments, 3.2MM Nielsen audience, and 4.5 hours of run time, while changing perception of Hallmark in hometown market.
- Elevated company's Hallmarket Art Festival, raising attendance by 67% and vendor participation by 22%, garnering media attention with 10 TV segments, and enhancing signature event with more family friendly entertainment and attractions.
- Managed Hallmark's [LinkedIn](#) channel, creating new content strategy and driving audience increase of nearly 40%.
- Discovered ways to streamline my part of the business with an annual savings of ~\$135K.

Lockton Companies, Kansas City, MO

Communications Manager

June 2014 – October 2016

Helped position the world's largest privately held insurance broker as an employer of choice and expert in risk management, while leading Lockton's content management on social media channels.

- Improved audience and engagement growth in first four months managing the accounts, compared to prior four months:
 - [Instagram](#): (Audience: 250% + Engagement: 930%) | [Twitter](#): (Audience: 10% + Engagement: 15%)
 - [LinkedIn](#): (Audience: 10% + Engagement: 106%) | [Facebook](#): (Audience: 17% + Engagement: 131%)
- Acted as one of Lockton's main drivers of its talent branding initiative, including:
 - Created and managed Lockton's brand ambassador program, launching #LocktonLife; Drove promotion of culture materials; Developed #AssociatesOfLockton to further humanize the brand and company.
- Oversaw department's intern program, recruiting, developing and managing a new associate every nine months.
- Crafted and improved internal and external communication materials for senior executives and departments, and served as editor of Closer Look, Lockton's tri-annual internal newsletter.
- Led the redesign, launch, (along with Lockton's five other blogs) and content for Lockton's [Market Update Blog](#), which increased subscribers by more than 300% in first 10 months post-launch.
- Worked with industry media and helped manage PR agency to secure opportunities for Lockton's experts, constructed client success stories, managed Lockton's quarterly Market Update Report, and drove Lockton's annual report process.

AMC Theatres, Leawood, KS

Director of Corporate Communications

October 2010 – June 2014

Served as CEO presentation writer and ghostwriter for appearances at conferences and universities (e.g. Harvard), newsletter and intranet columns, and issues and change management messaging, while leading internal communications.

- Conducted first CEO livestream to 330+ theatres as part of NYSE listing, aiding employee understanding of change.
- Led the entire internal re-branding of company's cultural elements (vision, mission, values), helping to raise company (+82%) and guest satisfaction scores (+2%), while aiding change in employee understanding of new company vision.
- Spearheaded HQ move communications campaign with 94% of audience understanding the benefits (24% above goal) and 88% of associates stating communication provided was useful and timely (12% above goal).
- Wrote communications plan for foreign ownership purchase, improving employee attitude (+10%) and behavior (+6%).

Director of Corporate Communications, continued

- Developed and implemented CEO's blog, which became the most-read series of news articles on company's intranet.
- Managed event operations while coordinating with 11 other partners including company and studio executives, athletes, and cast (Harrison Ford) for "42" premiere movie fundraiser, raising \$200K for the Negro Leagues Baseball Museum.
- Incorporated award-winning quarterly newsletter content into revived intranet, saving \$80K annually.

Manager of Internal Communications

June 2010 – October 2010

Created the internal communications division and supported a Fortune 1000 company as a one-person department.

- Revived and managed AMC's intranet, issuing communications and changing employee behavior by driving associates to the new intranet versus relying on email as their main information source.
 - Eliminated approximately 300 emails per quarter by streamlining the information and publishing onto the intranet.
- Collaborated and coached executives on quarterly town hall presentations, biographies and crisis plan updates.

Manager of Corporate Communications

July 2006 – June 2010

Served as company spokesperson for more than 330 theatres and 12 in-house departments. Worked with media outlets such as CNN, Entertainment Weekly, The Associated Press, The Washington Post, and The Toronto Star.

- Led the development of new theatre opening PR campaign, while managing PR agency that assisted with openings, and helped to set the top three highest media coverage results in company history at the time, averaging 105 positive/neutral stories, 25M impressions and \$278K in publicity value.
 - Helped exceed six-month operating goals by more than 43K in attendance and \$435K in revenue.
- Secured front-page stories in local (K.C.), regional (L.A.), and national (USA TODAY) publications.
- Conducted 30 live and taped TV, radio and video media interviews for in-studio and remote broadcasts.
- Directed the redesign of company newsletter, leading to 5% increase in readership and 8% increase in favorable opinion.

ADDITIONAL RELEVANT EXPERIENCE

Sprint Corporation, Overland Park, KS

Events Manager

Led and assisted C-suite, senior executive, and top client activities at three Super Bowls, Ryder Cup, Final Four, Grand National ski events, charity golf classic, and U.S. ski event at Sprint Headquarters.

Process Specialist/Associate Corporate Event Planner

Directed executive hospitality at Arrowhead Stadium (Chiefs), Kemper Arena and Kauffman Stadium (Royals).

AFFILIATIONS AND AWARDS

- **Founder and Chief Communicator**, DiOrio Communications, freelance communications agency (2020 – present)
- **Advisory Board**, The University of Kansas, Integrated Marketing Communications graduate program (2019 – present)
- **National Advisory Council**, Kansas State University School of Journalism and Mass Communications (2018 – present)
- **Public Relations Society of America**, Greater Kansas City chapter (GKC-PRSA)
 - President (2015 and 2016; first two-time and back-to-back president), Board of Directors (2009 – 2010, 2014 – 2016)
 - Led board of 20 volunteers, guided chapter out of bankruptcy and overcame \$23K in fines, fees, and outstanding payments to a \$17K year-over-year improvement
 - Chapter's first two-time winner of the Bill DeLay Award for Distinguished Service (2009, 2016)
 - 12 Golds (first place), four Silvers (runner-up) and Best-In-Show Winner: "Redefining AMC's Company Culture"
 - Professional Advisor, Kansas State University student chapter (2010 – 2015)
- **International Association of Business Communicators**, Kansas City chapter (KC-IABC)
 - KC-IABC Volunteer of the Year Award; Board of Directors (2005-2007)
 - Eight Bronze Quill Awards (first place) and nine Awards of Merit (runner-up)
- **Hallmark**: Leader of Public Affairs and Communications quarterly award winner
- **AMC Theatres**: Values Peer-Nominee in Communication, Focus, and Overall Values

EDUCATION

Reputation Management Certificate, Public Relations Society of America

Accredited in Public Relations (APR) Certification, Public Relations Society of America

Bachelor of Science (BS), Public Relations, Kansas State University, Minors: Business Administration and Leadership Studies