

Jessica Fonoroff

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Dynamic communications and partnership leader with 20+ years of experience driving strategic initiatives across healthcare, government, and commercial sectors. Expert in translating complex concepts into compelling multimedia campaigns that deliver measurable results. Proven track record of building strategic partnerships, leading cross-functional teams, and executing high-impact projects from concept to completion.

Highlights

- **Impactful Communications:** Boosted awareness by 25% among 22,000 USDA employees through targeted communications strategies and a tailored internal campaign.
- **Mentorship & Leadership:** Guided professionals through American University's mentoring program and participated in the Everybody Wins program, mentoring Atlanta youth to improve literacy skills.
- **Operational Excellence:** Streamlined workflows, saving over 20 hours weekly by implementing an online project tracking system.
- **Large-Scale Event Production:** Co-organized Converge AI: Government Solutions Forum attracting 200+ technology leaders from government, academia, and industry

Experience

Brilliant Corporation, Reston, VA

Currently serving in dual roles as Partner Manager and Communications Manager, advancing AI integration in government while driving communications strategy to expand outreach, engagement, and organizational impact.

Partner Manager, 2025-Present

- Develops and nurtures strategic partnerships, expanding the network and strengthening outreach while aligning relationships with organizational goals and advancing AI integration in government.
- Collaborates with the social media manager to produce partner-focused content, increasing engagement and adding LinkedIn followers (445 gained Mar–Sept 2025)
- Oversees creation of marketing materials, including videos and graphics, to showcase ALICE and drive partner engagement
- Designed a comprehensive enablement package for potential partners

Communications Manager, 2020-Present

- Supports FDA's Center for Devices and Radiological Health (CDRH) with safety communications, including guidances, recalls, and early alerts, ensuring timely and clear messaging to the public.
- Co-led FDA's \$1M *Prescribe with Confidence* campaign, developing physician-focused content on treating opioid use disorder
- Led the communications and training team, implementing USDA FPAC's brand identity and delivering targeted internal campaigns, training materials, e-learning courses, and thought leadership content, boosting organizational awareness by 25% among 22,000 employees.
- Managed a multilingual web update for the FDA, improving accessibility by updating 340+ links across Consumer Updates.
- Launched FDA social media campaign for historical content, significantly enhancing public engagement and brand awareness

Jackson Spalding, Atlanta, GA

Producer, 2017-2019

- Produced high-impact multimedia campaigns for Fortune 500 clients, overseeing strategy, budgets, timelines, and creative teams from concept through final delivery, consistently achieving on-time, under-budget results.

- Developed award-winning Toyota Takata airbag safety campaign, strategically placing video content at gas stations nationwide, resulting in 30% increase in consumer awareness and recall compliance
- Coordinated 3-camera video production featuring President Jimmy Carter for NTI's 2019 Annual Conference, securing additional client partnerships and enhancing event impact
- Created viral 5-part video series showcasing Chick-fil-A chefs, generating over 1.3M views across social platforms and strengthening brand authenticity through compelling storytelling

ICF, Rockville, MD

Production Coordinator, 2011-2017

- Managed end-to-end video production for federal health campaigns, overseeing budgets, casting, and creative development while leading cross-functional freelance teams of 5–50 professionals to ensure seamless execution and broadcast-quality deliverables.
- Designed and implemented an online project tracking system, streamlining workflows and saving over 20 hours weekly across department
- Produced impactful public health campaigns including SAMHSA's *Talk. They Hear You.*, FEMA's *Disaster Dodgers* series and CDC's *Busting the Myth*
- Developed state-specific video content for SAMHSA's underage drinking prevention initiatives for Maryland, Oklahoma, and West Virginia
- Recognized with ICF Excellence Awards (2010, 2016) for exceptional project leadership and innovative solutions

Associate Producer, 2006-2011

- Provided comprehensive production support ensuring smooth execution of complex video projects and maintaining rigorous quality standards
- Produced and edited multiple case studies for SAMHSA's *The Road to Recovery* TV and radio series
- Managed Section 508 compliance requirements, creating accessible multi-language content with Spanish and English captions
- Operated professional camera equipment for press conferences, interviews, and corporate events across government and nonprofit sectors

Leadership & Community Impact

AI-in-Gov Council, 2025-Present

- Producer of *AI-in-Gov: Inside the Black Box* Podcast launched September 2025, featuring guests including Congressman Don Beyer and other tech leaders across government, academia and industry
- Developed marketing materials including flyers and the event program, coordinated social media coverage, and managed scheduling logistics for *Converge AI: Government Solutions Forum* for 200+ technology leaders.

Education

2013 - 2015

M.A. / Producing for Film & Video / American University, Washington, D.C.

2003 - 2006

B.S. / Electronic Media & Film / Towson University, Towson, MD

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- **Technical Skills** Production & Creative Tools: Adobe Creative Cloud Suite, CaptionMaker/MacCaption, Riverside
 - AI & Emerging Technologies: ChatGPT, Claude, FDA ELSA system, Brilliant's ALICE ecosystem
 - Project Management: Trello, Smartsheet, Asana, Microsoft Excel, Microsoft Project, Advantage Software
 - E-Learning & Accessibility: Articulate Storyline, Section 508 Compliance Standards
 - Analytics & Strategy: Social media analytics, campaign performance tracking, stakeholder engagement metrics