


# Jessica Fonoroff

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www.jessicaproduces.com 

Senior Video Producer & Strategic Communications Leader with 20+ years of experience developing and executing integrated campaigns across regulated, corporate, and agency environments. Lead high-impact multimedia initiatives from concept through delivery while partnering with senior stakeholders to align messaging with organizational objectives. Translate complex policy and technical subject matter into clear, audience-focused content across internal, digital, and public-facing channels. Manage cross-functional teams and oversee budgets up to \$1M, consistently delivering work that drives engagement, awareness, and measurable results.

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## Core Competencies

Integrated Campaign Strategy | Video & Multimedia Production Leadership | Strategic Communications & Messaging | Executive & Stakeholder Engagement | Internal & External Communications | Brand Development & Positioning | Cross-Functional Team Leadership | Budget & Vendor Management (\$5K–\$1M+) | Content Strategy & Storytelling | Digital & Social Media Campaigns

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## Key Achievements

- Co-led communications strategy and creative development for FDA's \$1M national *Prescribe with Confidence* campaign, supporting physician engagement initiatives addressing opioid use disorder treatment.
- Led enterprise-wide internal communications engagement for USDA FPAC, supporting 22,000 employees and increasing organizational awareness by 25% while managing a team of four.
- Led production of Toyota's Takata airbag recall campaign, executing strategic nationwide video placement that drove a 30% increase in consumer awareness and recall compliance.
- Streamlined production operations at ICF by implementing a centralized project tracking system, saving 20+ hours per week and improving delivery efficiency.

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## Experience

### Brilliant Corporation, Reston, VA

#### Communications Strategist & Partner Manager, 2020-Present

- Lead development and execution of integrated internal and external communications strategies for the U.S. Food & Drug Administration's Center for Devices and Radiological Health (CDRH) within a complex, highly regulated federal environment.
- Develop and lead training initiatives for AI-driven software implementation at the Internal Revenue Service (IRS), building structured learning programs and materials to support adoption and user engagement.
- Oversee brand positioning and strategic messaging for AI-driven enterprise solutions while managing the partner channel program, driving measurable audience growth (445+ LinkedIn followers in six months) and ensuring consistency across marketing materials, collateral, executive communications, and partner-facing assets.
- Co-led communications strategy and creative development for FDA's \$1M national "Prescribe with Confidence" campaign supporting physician engagement initiatives addressing opioid use disorder treatment.
- Led enterprise-wide internal communications engagement for USDA FPAC (contract engagement), supporting 22,000 employees and increasing organizational awareness by 25% while managing a team of four (one direct report).

### Jackson Spalding, Atlanta, GA

#### Producer, 2017-2019

- Produced integrated multimedia campaigns for Fortune 500 clients, managing budgets ranging from \$5K–\$1M and leading cross-functional creative and freelance teams from concept through final delivery.
- Led production of Toyota's Takata airbag recall campaign, executing strategic nationwide video placement that drove a 30% increase in consumer awareness and recall compliance.

- Produced a 5-part Chick-fil-A video series that generated 1.3M+ views, leveraging narrative storytelling to strengthen brand authenticity and audience engagement.
- Produced and managed a branded photoshoot for the Coca-Cola Store Las Vegas menu update, overseeing creative coordination, vendor management, and on-site production to deliver refreshed brand photography within a one-day timeline.

## **ICF, Rockville, MD**

### **Production Coordinator, 2011-2017**

- Managed end-to-end multimedia production for federal public health campaigns, leading cross-functional teams of 5–50 professionals and overseeing budgets, timelines, approvals, releases, and stakeholder coordination from concept through post-production.
- Produced national public health initiatives including SAMHSA’s *Talk. They Hear You.*, FEMA’s *Disaster Dodgers* series, and CDC’s *Busting the Myth*, collaborating on creative conceiving and managing on-set production.
- Led multi-state production efforts for SAMHSA’s underage drinking prevention initiative, coordinating freelance crews, travel logistics, and client engagement across Maryland, Oklahoma, and West Virginia.
- Recognized with ICF Excellence Awards (2010, 2016) for leadership, operational efficiency, and delivery excellence.

### **Associate Producer, 2006-2011**

- Supported federal communications campaigns through production coordination, on-set camera operation, and editing of case studies and campaign materials.
- Ensured Section 508 compliance for accessible, multi-language content across public-facing health communications.

## **Leadership & Community Impact**

### **AI-in-Gov Council, Producer & Creative Lead, 2025-Present**

- Lead creative direction and communications strategy for a national AI-in-government initiative, aligning brand, messaging, and content across digital and event platforms.
- Produce and manage the AI-in-Gov: Inside the Black Box podcast, overseeing content development, guest coordination, and end-to-end production.

## **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**

## **Technical Skills**

- Production & Creative Tools: Adobe Creative Cloud Suite, Riverside
- Project & Workflow Management: Smartsheet, Asana, Trello, Microsoft Excel, Microsoft Project
- Digital Platforms & Analytics: Adobe Analytics, Google Analytics, Hootsuite, Mailchimp; campaign performance tracking and stakeholder engagement metrics
- AI & Emerging Technologies: ChatGPT, Claude, FDA ELSA system
- E-Learning & Accessibility: Articulate Storyline, Section 508 Compliance Standards, CaptionMaker/MacCaption