

Jessica Fonoroff

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Creative Producer & Communications Strategist with 20+ years leading high-impact multimedia campaigns from brainstorm to final delivery. Expert in developing creative concepts, guiding production teams, and translating complex ideas into compelling visual stories that engage audiences and drive measurable results. Skilled in managing cross-functional teams, overseeing budgets from \$5K-\$1M, and collaborating with senior stakeholders to develop strategic content. Known for innovative problem-solving, maintaining high creative standards, and consistently delivering excellence on-time and under-budget.

Core Competencies

Creative Strategy & Concepting | Video & Multimedia Production | Project Management | Budget Management (\$5K-\$1M) | Cross-Functional Team Leadership | Brand Development & Storytelling | Campaign Strategy & Execution | Stakeholder Collaboration

Key Achievements

- Conceptualized and produced Toyota Takata airbag recall campaign with strategic nationwide video placement, driving 30% increase in consumer awareness and recall compliance
- Generated 1.3M+ views for Chick-fil-A video series through creative storytelling that showcased brand authenticity
- Boosted organizational awareness 25% among 22,000 USDA employees through targeted brand strategy and internal communications
- Streamlined ICF production workflows, saving 20+ hours weekly through implementation of project tracking system

Experience

Brilliant Corporation, Reston, VA

Communications Strategist & Partner Manager, 2020-Present

- Lead creative strategy and content development for FDA's Center for Devices and Radiological Health (CDRH), conceptualizing and producing safety communications including guidance documents, recall notices, and public alerts for healthcare professionals and consumers
- Develop and nurture strategic partnerships to advance AI integration in government, creating partner-focused content that contributed to 445+ LinkedIn followers in 6 months
- Conceptualize and produce marketing materials including videos, graphics, and a comprehensive partner enablement package to showcase Brilliant's AI ecosystem (ALICE) and drive engagement while establishing standardized workflows that improve team efficiency
- Co-led creative development and production for FDA's \$1M *Prescribe with Confidence* campaign, brainstorming physician-focused content strategies and overseeing production of materials addressing opioid use disorder treatment
- Spearheaded communications and training initiatives for USDA FPAC, leading a team of 4 with 1 direct report while developing brand identity, conceiving internal campaigns, and producing training materials and e-learning courses that boosted organizational awareness by 25% among 22,000 employees

Jackson Spalding, Atlanta, GA

Producer, 2017-2019

- Produced high-impact multimedia campaigns for Fortune 500 clients, managing budgets ranging from \$5K-\$1M, coordinating creative and freelance teams of 5-10 professionals, and overseeing projects from concept refinement through final delivery—consistently on-time and under-budget
- Produced viral 5-part video series showcasing Chick-fil-A chefs, collaborating on script development and creative execution that generated 1.3M+ views across social platforms and strengthened brand authenticity
- Produced Toyota Takata airbag safety campaign, managing creative execution and coordinating strategic nationwide video placement at gas stations that drove 30% increase in consumer awareness and recall compliance

- Coordinated 3-camera video production featuring President Jimmy Carter for NTI's 2019 Annual Conference, managing complex production logistics and high-level stakeholder relationships, contributing to additional client partnerships and enhanced event impact
- Produced photoshoot for Coca-Cola Store Las Vegas menu updates, collaborating on creative concepting and managing all production logistics including photographer and food stylist coordination to deliver refreshed brand photography under tight one-day timeline

ICF, Rockville, MD

Production Coordinator, 2011-2017

- Managed end-to-end video production for federal health campaigns, interpreting client vision to develop creative briefs, coordinating cross-functional freelance teams of 5-50 professionals and overseeing production from pre-production through post-production
- Designed and implemented an online project tracking system, streamlining workflows and saving over 20 hours weekly across the creative department
- Produced impactful public health campaigns including SAMHSA's *Talk. They Hear You.*, FEMA's *Disaster Dodgers* series and *CDC's Busting the Myth*, collaborating with creative teams on concepting and managing on-set production
- Led out-of-state video productions for SAMHSA's underage drinking prevention initiatives across Maryland, Oklahoma, and West Virginia, managing freelance videographers, travel logistics, and client relationships
- Recognized with ICF Excellence Awards (2010, 2016) for exceptional project leadership and innovative solutions

Associate Producer, 2006-2011

- Provided comprehensive production support for federal health campaigns, producing and editing case studies for SAMHSA's *The Road to Recovery* series, operating camera equipment for press conferences and interviews, and managing Section 508 compliance for accessible multi-language content

Leadership & Community Impact

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

- Produce AI-in-Gov: Inside the Black Box podcast, managing content strategy, guest coordination, and production workflow from concept through final edit
- Lead creative direction for organizational branding, event communications, and marketing materials for the Converge AI: Government Solutions Forum (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

Technical Skills

- Production & Creative Tools: Adobe Creative Cloud Suite, CaptionMaker/MacCaption, Riverside
- AI & Emerging Technologies: ChatGPT, Claude, FDA ELSA system
- Social Media & Email Platforms: Hootsuite, Mailchimp
- Project Management: Trello, Smartsheet, Asana, Microsoft Excel, Microsoft Project, Advantage Software
- E-Learning & Accessibility: Articulate Storyline, Section 508 Compliance Standards
- Analytics & Strategy: Adobe / Google Analytics, social media analytics, campaign performance tracking, stakeholder engagement metrics