

Tom Di Nome

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Writer, PR/communications leader, marketer & movie/music nut

Turning ideas into action into results – Telling brand stories with style and wit

Versatile writer and PR professional who works collaboratively as an extension of your team. A proven B2B/B2C track record of managing communications teams, producing compelling content, strengthening brand perceptions, and generating meaningful press coverage – to deliver impactful business results.

Topics: B2B/B2C, general business trends, consumer lifestyle, internet/cloud technologies, cybersecurity, consumer electronics, home entertainment, professional audio/video, education, healthcare and retail.

- B2B/B2C content creation
 - Case studies & editorial articles
 - Executive communications
 - Media relations strategy & story pitching
 - Messaging & narrative development
 - Branding & integrated marketing
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Content & Communications Consultant, November 2018 to present

Partner with B2B/B2C brands and agencies to promote professional and consumer technologies through a mix of content, media relations, internal and executive communications. Current active clients include:

- **Hanwha Techwin America** (security)
- **KMH Integration** (A/V system integrator)
- **Clear-Com** (wireless communications)
- **Telstra**, (network connectivity, SaaS)
- **KPMG** (consulting firm)

Sony Electronics, Senior Communications Lead, September 2003 to October 2018

Defined and managed integrated communications and branding strategies for Sony's B2B group, collaborating with key stakeholders to promote new technologies in multiple markets.

- **Executed PR and marketing tactics:** including media relations, press outreach, narrative development, social media, employee engagement, and corporate branding.
- **Wrote and produced content** professionals and consumers want to read and share. Established a genuine tone and conversational voice for all internal, executive, and external communications.
- **Diversified communications strategy** with digital initiatives, increasing content creation 30% annually against decreasing budgets and tailoring content for multiple audiences and platforms.
- **Elevated position of executive team** as industry experts through speaking opportunities and thought leadership activities emphasizing innovation, industry contributions and social impact.
- **Activated new plan for internal communications**, building an internal brand aligned with external messaging and establishing a two-way, interactive dialogue between leadership and employees

Previous Journalism and PR Agency Experience:

- **Technology/business journalist, published in “The New York Times” and “Crain’s New York Business,”** among others. Covered topics including consumer technology, music, and marketing.
- **Pro Sound News** (a professional audio magazine), managing editor. Wrote and edited feature and news stories. Managed editorial staff and freelance writers.
- **Hearst Business Publishing**, assistant to managing editor. Supported editorial, art and sales teams to produce six monthly business publications and two annual travel guidebooks.
- **Brodeur Porter Novelli** and **TSI Communications**, account supervisor for B2B/B2C technology PR agencies.

Education:

Northwestern University
Medill School of Journalism
Master of Science – Journalism

Long Island University
C.W. Post Campus
Bachelor of Fine Arts – Journalism