

TONY VERDI

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Page 1 of 3

STRATEGIC COMMUNICATIONS LEADER | MESSAGING SPECIALIST | BRAND STORYTELLER

Dynamic and versatile communications professional with 25+ years of experience crafting internal and external messaging that drives clarity, culture, and connection. Proven success supporting senior leadership, enhancing employee engagement, and executing end-to-end campaigns across print, digital, and branded content platforms. Adept at translating complex concepts into clear, compelling messages that align with business goals. Skilled collaborator with creative, product, and platform teams—backed by deep expertise in printing, design, and omni-channel storytelling. Passion for mission-driven communication and workplace culture.

CORE COMPETENCIES

- Internal Communications
- Strategy Team & Culture Messaging
- Copywriting & Storytelling
- Project Execution (Concept to Completion)
- Data & Engagement Analysis
- Executive Communication Support
- Newsletter, Video, & Intranet Content
- Printing, Design, & Template Creation
- Collaboration Across Product, Tech, & Design
- Front-End & Back-End Digital Fluency
- Event & Campaign Planning

PROFESSIONAL EXPERIENCE

Marketing Strategist & Broker Associate Coldwell Banker Realty, East Greenwich, RI

2011 – Present

Lead messaging and marketing for one of Rhode Island's top-producing real estate teams. Develop and execute high-impact campaigns across digital, print, video, email, and social channels. Write all brand, listing, and promotional content. Collaborate with designers, printers, videographers, and third-party platforms to deliver cohesive, high-converting marketing strategies.

Internal Communications

- Lead internal communication across departments, aligning messaging with leadership objectives and business goals
- Produce “What Say You” sessions for internal events to capture employee feedback and boost engagement
- Collaborate with leadership to create presentations, digital collateral, and team-building initiatives
- Write and produce internal marketing guides, performance updates, and sales strategy documents for brokerage teams
- Build branded internal tools and templates to streamline cross-functional communication and workflows
- Improve employee experience through active listening and refining delivery channels for key messages
- Help design and manage backend platforms for CRMs, listing systems, and team portals

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Page 2 of 3

- Train agents on internal messaging consistency, tone of voice, and visual brand adherence
- Support employee onboarding with toolkits and communications that reinforce company values
- Facilitate town halls and team Q&As that increase alignment and transparency
- Use AI tools and analytics to track internal content performance and optimize employee engagement

External Communications / Brand Messaging

- Train agents on clear, consistent customer-facing messaging, tone, and visual identity
- Maintain 80%+ referral rate by building trusted brand presence through authentic, compelling communication
- Develop lifestyle content platform HomeCookingWithTonyVerdi.com, earning 1,500+ subscribers and 48% open rates
- Consistently ranked among the top 12% of 100,000+ Coldwell Banker agents globally, reflecting strong client relationships and brand trust
- Use AI tools and performance analytics to refine external messaging and campaign content
- Drive engagement through omni-channel storytelling, blog writing, and personalized marketing strategies
- Represent brand in community outreach, local media, and consumer-facing educational content

Owner Thorpe's Fine Gifts & Stationery, East Greenwich, RI

2002 – 2011

Owned and rebranded legacy retail store into upscale gift and lifestyle destination, offering custom stationery, printing services, and curated gifts. Wrote all promotional and in-store messaging, developed and executed omni-channel campaigns, and built lasting relationships with a diverse audience. Managed production across print, radio, TV, email, and events.

- Created in-store team communications and training guides to ensure product fluency and exceptional service
- Built internal workflows for team members to collaborate on seasonal rollouts and product messaging
- Represented and sold national brands like Crane, William Arthur, Yankee Candle, A.T. Cross, and Pandora
- Grew annual sales to \$8M+ with 18.5% average year-over-year growth
- Designed customer-facing print collateral
- Negotiated exclusive brand partnerships and led marketing initiatives that earned *RI Monthly's* "Best of RI Gift Store" recognition

Marketing & Communications Lead Verdi Productions — RI/NY

2010 – 2013

Wrote and produced marketing and PR materials for media projects with networks including Showtime, HBO, and Netflix. Managed press materials, event collateral, and brand messaging for films and entertainment releases. Collaborate with leadership to produce presentations, digital collateral, and team engagement initiatives. Verdi Productions remains a family-owned company still active today.

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Page 3 of 3

EDUCATION, CERTIFICATIONS & AWARDS

- B.S., Broadcast Journalism – Boston University
- Leadership Certificate – Bryant University Executive Development Center
- Digital & Content Marketing Certifications – HubSpot Academy
- Fundraising & Development Certificate – UC Davis
- Coldwell Banker Top 100 – New England
- Coldwell Banker International President's Elite – top 12% agents globally
- Certified Luxury Home Marketing Specialist, GUILD

TECHNICAL SKILLS

- Google Workspace (Docs, Slides, Sheets, Sites)
- Canva, ChatGPT, Gemini, AI Tools
- CRM and CMS systems
- Adobe Acrobat, PowerPoint, Mailchimp, Flipsnack Digital Books, PicMonkey
- GoDaddy website development
- Mobile app design (Apple developer)

COMMUNITY ENGAGEMENT

Crossroads Rhode Island, Providence, RI, 2018-current

Fundraise and volunteer in support of housing first initiatives, serving among the most vulnerable in RI

The Tomorrow Fund for Children with Cancer, Providence, RI, 2000-2019

Fundraise and Chaired 2002 and 2019 primary gala events, securing major corporate sponsorships

Philanthropy Partner, St. Jude Children's Research Hospital, Memphis, TN, 2019-current

In collaboration with Coldwell Banker, proudly serve as a committed donor to St. Jude to propel forward pediatric medical research and essential treatment for children fighting cancer and other life-threatening diseases

Government Affairs Officer, Kent Washington Association of Realtors, East Greenwich, RI

Responsible for reporting out internal communications to Board and association membership