

# Joey Gaskins Jr.

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## Executive Profile:

Experienced strategic communications, public affairs and program management leader with expertise in the planning, development, and execution of data-driven communications plans. Deep involvement in the utilizing of influence and engagement to drive change and advance key objectives for corporate clients, government, non-profit and supranational organizations in the United States and the Caribbean.

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## Relevant Skills:

- Data-driven strategic communications counsel
  - Social media management and analytics
  - Group facilitation and training expertise
  - Cultural adaptability and international experience
  - Event planning and management
  - Social research, insights and strategic planning
  - Executive speech writing
  - Regional and national public affairs campaigns
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## Public Domain- Nassau, The Bahamas

(2017 to Present)

**Responsibilities:** Serve as Senior Communications and Policy Strategist, with responsibility for building a comprehensive communications strategy and policy development practice to compliment an already thriving market research and opinion polling service. In addition to business development, client and media relations, and strategic counsel leads the management of subcontractors across projects.

**Achievements:** Key achievements in this role include, but are not limited to:

- Launching a new mix of services, unleashing previously untapped streams of revenue.
- Leading the development of USD \$200,000 in new business in the first four months.
- Credited with providing excellent customer service by government cabinet members and c-level executives.

## Office of The Attorney-General (OAG)- Nassau, The Bahamas

(2016 to 2017)

**Responsibilities:** Originally challenged to develop and execute an external communications strategy for a \$350k grant initiative—arriving at the project late in its term and with no paid media budget. Then selected to lead the strategic communications for a newly launched reform program—comprising of 4 core components—spanning five government ministries, with the added responsibility of program management for OAG. Managed a USD \$1M communications budget, USD \$5.5M program budget.

**Achievements:** Key achievements in this role include, but are not limited to:

- Acting as a trusted advisor, speechwriter and communications lead for the Attorney-General of The Bahamas and Leader of Government Business in the Senate.
- Designing the first annual communications plan, identifying key stakeholders, messages and strategies.
- Developing and delivering a 5-year strategic reform program comprising of a \$5.5M budget.
- Planning, writing and leading the publishing of the first OAG annual report in 4 years.

## Inter-American Development Bank (IDB)- Washington, D.C., and Nassau, The Bahamas

(2015 to Present)

**Responsibilities:** Served as a Strategic Communications Consultant across a number of diverse projects, challenged with leading communications assessments, planning, and reporting. Authored executive communications, managed media relations, and facilitated working-group sessions with community leaders, IDB staff, and high-level civil servants.

**Achievements:** Key achievements in this role include, but are not limited to:

- Creating the first internal communications strategy for IDB's USD \$1.8B Improvement of Citizen Services sector using an original survey tool now adopted by other sectors.
- Authoring executive presentations for as many as five Ministers at one event, ensuring coordinated messaging.
- Designing a comprehensive communications plan for the new national parole and rehabilitation policy.
- Developing and executing earned media strategies for key IDB events—securing national recognition.

## University of The Bahamas- Nassau, The Bahamas

(2012 to Present)

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**Responsibilities:** Served as an Adjunct Lecturer in the Department of Sociology. Planned, organized, prepared, and present semester-long courses in Sociology to undergraduate-level students—with classroom sizes of approximately 30 students.

**Achievements:** Key achievements in this role include, but are not limited to:

- Developing and executing the first completely paperless course.
- Integrating the use of online resources and social media in the learning process.
- Presented with the “Above and Beyond The Call of Duty” award by student leadership.

## **Joseph Gaskins Consulting- Nassau, The Bahamas**

**(2010 to Present)**

**Responsibilities:** Prepared and delivered seminars, workshops, and training events for government, non-profit, academic, and corporate organizations. Designed and led the facilitation and training across a diverse range of issues and organizations both locally and internationally.

**Achievements:** Key achievements in this role include, but are not limited to:

- Facilitated a session on citizen security at the Caribbean Regional Youth Council Conference 2017 in Jamaica, gaining recognition from the local Minister of Youth.
- Recognized by the HR Manager of Statoil Bahamas for delivering the most productive seminar in company history.
- Co-facilitating at the Commonwealth Conference of Education Ministers, leading the development of the conference communiqué to Ministers.

## **The Human Rights Campaign (HRC)- Washington, D.C.**

**(2006 to 2010)**

**Responsibilities:** Served as Program Coordinator for the Diversity Department, acting as the lead on the Historically Black Colleges and Universities Program, organizing and advocating for change in campus policies—to align and connect with larger organizational and legislative goals. Advised the Executive Director and Chief Diversity Officer on communications, engagement and coalition building with communities of color and immigration advocates. Staffed the 2006 Ed Rendell for Governor Campaign and 2008 Barack Obama for President Campaign.

**Achievements:** Key achievements in this role include, but are not limited to:

- Leading a nationwide conversation in partnership with almost a dozen historically black college and university student groups.
- Conceiving and developing the organization’s first online toolkit, with digital media tools related to coalition building, policy reform and organizing for student advocates.
- Developing focused and effective talking points, speeches and statements aimed at building support in communities of color.
- Playing an integral role in transforming the organization’s language from “coming out” to “living openly.”

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## **Additional Career Experience:**

### **Economist Intelligence Unit- London, United Kingdom**

**(2016 to 2017)**

**Responsibilities:** Served as a Freelance Writer, selected to write and deliver two to three articles per month providing brief descriptions and forecasts on economic and political trends—for use in developing strategies for clients.

## **Education:**

### **Certificate in The Power of Brands- FutureLearn.com**

**(2016)**

**Accreditation and Training:** Six-week course exploring how brands work, how they are managed and how they are changing.

### **Ph.D. in Sociology, London School of Economics (LSE)- London, United Kingdom**

**(2012- Incomplete)**

**Accreditation and Training:** Completed year-one of the 4-year Ph.D. programme at the top of the cohort. Research was focused on political discourses (communications) and persuasion in relation to progressive causes in the Caribbean.

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**Master of Science, LSE- London, United Kingdom**

**(2010 to 2011)**

**Accreditation and Training:** Graduated with *merit* from the Department of Sociology at the London School of Economics. Coursework focused on political discourses, sociology of the Caribbean, social research methods, and theories of race, gender and postcolonial theory.

**Bachelor of Arts in Politics, Ithaca College- Ithaca, New York**

**(2003 to 2006)**

**Accreditation and Training:** Graduated *cum laude* from the Politics Department at Ithaca College. Coursework focused on global political dynamics, political theory and organizing, political science research methods and understanding socio-economic identities.

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## Other Relevant Experience:

**International Life and Work Experience:** Has lived and/or worked in 5 countries:

- **The Americas and the Caribbean:** The Bahamas, Argentina, Jamaica, the United States
  - **Europe: the United Kingdom.**
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## References:

- References available upon request.