

ROSS A. MUSCATO

Telephone: (508) 565-8304

Electronic Mail: rossmuscato@gmail.com

Blog: www.rossmuscato.wordpress.com

Public Relations

Media Relations

Marketing and Business Development

Writing

Cause-Related Marketing

Government and Community Affairs

Crisis Communications

Experience:

Communications Consultant, Writer 1998-present

Write and provide strategic consultation, media relations, and business development for individuals and corporate clients. Client roster has included 180 Communications, Microsoft, AOL Patch, Cellarius Inc., the Boys & Girls Club of Brockton, Hilliards Chocolates, ShopperTrak, Ball Consulting Group LLC, William M. Callahan Real Estate, Massachusetts Computer Using Educators (MassCUE), Specifi LLC, Brodeur Worldwide, Gold Medal Strategies, Closer Communications, CommUnique Wireless LLC, Devine & Pearson Communications, environments.com, Bozell Sawyer Miller Group Worldwide, Bishoff Solomon Communications, Fresh Catch Seafood, Butcher Shops & Restaurants, Premier Properties, McKay-Fried Communications, STUN, BaseSix, The Jelly Public Relations, Polaris Venture Partners, TrueBounce Backboards, Ripen Studios, Wagner Communications, Seaport Capital, Strategis LLC, Teamwork Inc., Pyramid Productions, and Willwork, Inc. Exhibit Services.

Cone Communications, Boston, Massachusetts 1997-1998

Director

Developed, managed, and implemented strategic marketing and public relations campaigns. Wrote collateral and press relations materials. Devised, coordinated, and managed media plans and outreach. Client work included Gillette, Swiss Army Brands, Student.Net, EarthWeb, JuniorNet, Mattel, FamilyEducation Network, iBaby, Tucker Anthony, Walk-Over Shoes, Sims Sports, Arrow Automotive, Kimberly-Clarke, and MediaOne.

Robinson Lerer & Montgomery, New York City, New York 1996-1997

Vice President

Provided strategic consultation, media relations, and creative writing advisement for regional and national communications campaigns. Advised on and created cause-related marketing strategies and tactics. Wrote for senior-level executives. Client work included Microsoft, America Online, CrossRoads Software, NBC, MTV, Blockbuster Entertainment Group, Pfizer, QVC, Bristol-Myers Squibb, CENTURY 21, and Showtime Entertainment.

Willwork Inc. Exhibit Services, West Bridgewater, Massachusetts 1993-1996

Director of Sales and Marketing

Directed sales and marketing strategies and initiatives for national tradeshow services company. Coordinated national network of sub-contractors. Planned and managed servicing and logistics for national accounts. Developed sales and marketing materials.

Focusing on the high technology industry, built client roster which included IBM, AT&T Global Communications, Bell Atlantic NYNEX Mobile, Seiko Instruments, LBMS, Rational Software, Wright Technologies, WorldTalk, Cadre Technologies, Banyan Systems, Pilot Software, and SQA.

Independent Communications/Strategies Consultant 1992-1993

Business Community, City of Brockton, Massachusetts

Formed coalition of support and served as media point person for the 21st Century Corporation, a public-private economic development corporation. Developed for corporation a community, government, and media relations program.

ML Strategies (public affairs consulting arm of the law firm Mintz, Levin, Cohn, Ferris, Glovsky, & Popeo), Boston, Massachusetts

Produced media and public affairs strategy for the establishment of the Megaplex, an entertainment and conventions complex to be located in Boston.

Office of Rep. Francis H. Woodward, House chair of the Joint Committee on Insurance (1985-1991), State House, Boston, Massachusetts 1989-1992

Legislative Assistant

Produced and managed communications effort for House leadership office. Wrote public opinion pieces (print and broadcast), press releases, memos, letters, etc. Created media and public information kits. Developed public affairs strategy and served as media point person in effort to overhaul main facet of the residuals plan of the Boston Harbor Cleanup. Resulted in official review of plan and adoption of alternate disposal method.

Independent Writer/Communications Consultant 1985-1988

The Patriot Ledger, Quincy, Massachusetts

Freelanced newswriting and sportswriting assignments for daily p.m. newspaper (circulation: weekday, 92,000; weekend edition, 97,000).

The Budweiser-Cranberry League, Brockton, Massachusetts

Directed publicity for semi-professional baseball organization, sponsored by Anheuser-Busch, Saint Louis, Missouri.

The Enterprise, Brockton, Massachusetts

Covered local sporting events for daily p.m. newspaper (circulation: weekday and Saturday, 58,500; Sunday, 63,000). Developed story ideas; served as desk editor. Working in conjunction with the *Enterprise*, wrote and delivered on-air game summaries for WBET Radio, Brockton, Massachusetts.

Publications

Write three "Muscato's Musings" columns a week for *Easton Patch*, a news site in the national AOL owned Patch network; the columns are posted on Monday, Wednesday, and Friday. Contributed to newspapers, including the *Boston Globe*, *Boston Herald*, *Patriot Ledger*, and *Enterprise*.

Ghostwrote a business book, released in 2011 by a major international business and scholarly publisher; also ghostwrote the memoirs, released in 2013 by a renowned publisher, of a retired professional athlete. Because of the sensitivity and nature of ghostwriting, specifics and particulars on the books, and corresponding references, are provided in person-to-person communication.

Authored, along with Edward J. MacKenzie and Phyllis Karas, *Street Soldier: My Life as an Enforcer for Whitey Bulger and the Boston Irish Mob* (Steerforth Press). Released in the spring of 2003, *Street Soldier* is Edward J. MacKenzie's memoir. The book has received positive reviews from *The New York Times*, *Washington Post*, and *Library Journal*, among other media outlets.

Education

Boston College, BA English, 1985
Athletics: varsity track & field letterman

Portfolio of clips available

References available on request