

## Barbara M. Casanova

(802) 578-5706 ~ [Barbara@BarbaraCasanova.com](mailto:Barbara@BarbaraCasanova.com) ~ [LinkedIn](#)

Advocate – Political Advisor - Writer – Non-profit Manager

### EMPLOYMENT HISTORY:

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| <b>Leadership Institute, Arlington, VA, Guest Faculty</b>  | <b>2024- Present</b> |
| <ul style="list-style-type: none"><li>Coordinate training for conservative leaders nationwide.</li></ul>   |                      |
| <b>Citizens First - Miami, FL, Founder &amp; Chair</b>   | <b>2023-Present</b>  |
| <ul style="list-style-type: none"><li>Coordinate training for conservative leaders nationwide.</li></ul>   |                      |
| <b>Barbara Casanova Consulting DBA Black Arrow Strategies, LLC – Miami, FL, and Washinton, DC</b>  | <b>2023-Present</b>  |
| <ul style="list-style-type: none"><li>Provided strategic marketing, public relations, and communications for associations &amp; Political Campaigns.</li></ul>   |                      |
| <b>Miami Independent, Miami, FL, Contributor</b>   | <b>2023-Present</b>  |
| <ul style="list-style-type: none"><li><a href="https://miamiindependent.com/writer/barbara/">https://miamiindependent.com/writer/barbara/</a></li></ul>  |                      |
| <b>American Psychiatric Association - Washington, DC, Sr Program Manager, Data Registry</b>  | <b>2017- Present</b> |
| <ul style="list-style-type: none"><li>Develop and implement business plans &amp; operating procedures, consult with clients and vendors, &amp; collaborate across multi-department teams.</li><li>Manage recruitment, marketing, and training development for multiple research grants.</li></ul>  |                      |
| <b>Dynamic Development Advisors, LLC – Washington, DC, Independent Consultant</b>  | <b>2013 – 2017</b>   |
| <ul style="list-style-type: none"><li>Provided strategic marketing analysis, public relations, and communications for associations, &amp; government entities.</li><li>Successfully Increased attendance and revenue by 200% in one year for an association in decline.</li></ul>  |                      |
| <b>Vermont Captive Insurance Association - Burlington, VT, Dir. of Membership &amp; Development</b>  | <b>2000 – 2012</b>   |
| <ul style="list-style-type: none"><li>Increased membership by 100% and non-dues revenue by 200%, equal to half of the 1.5M budget.</li><li>Responsible for all membership recruitment, retention, and member services, including AMS.</li><li>Managed all non-dues revenue, including the sale of advertising, sponsorships, and exhibits.</li></ul> |                      |
| <b>Republican Legislative Election Committees - Montpelier, VT, Campaign Consultant</b>  | <b>2000</b>          |
| <ul style="list-style-type: none"><li>Advised 40 House &amp; Senate candidates on marketing, campaign finance law, issues, and campaign strategy.</li></ul>  |                      |
| <b>Builders Association of South Florida - Miami, FL, Legislative Aide</b>   | <b>1997 – 1999</b>   |
| <ul style="list-style-type: none"><li>Assisted Legislative Committee and managed Political Action Committee accounts and compliance.</li></ul>   |                      |

### EDUCATION:

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- The Catholic University of America, Bachelor of Arts in Political Science** **1994**

### PUBLICATIONS & RESEARCH

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- [Miami Independent](#)
- [National Library of Medicine](#)

### CIVIC ACTIVITIES:

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| <b>National Faith Advisory Board, Volunteer</b>                                    | <b>2024-Present</b>   |
| <b>Latino Americans for Trump Coalition, Member</b>                                | <b>2024-Present</b>   |
| <b>Republican National Hispanic Assembly of FL, 2<sup>nd</sup> Vice Chair</b>      | <b>2024 - Present</b> |
| <b>Republican National Hispanic Assembly, National Secretary</b>                   | <b>2023 -Present</b>  |
| <b>Republican Party of Miami Dade County, District Committeewoman, District 19</b> | <b>2020 - Present</b> |
| <b>Cuban Sugar Mill Owners Association, Board Member</b>                           | <b>2020 - Present</b> |