

Barbara M. Casanova

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

Advocate – Political Consultant - Non-profit Manager – Writer

EMPLOYMENT HISTORY:

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

EDUCATION:

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

PUBLICATIONS & RESEARCH

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

CIVIC ACTIVITIES & Awards:

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| 2024 Florida Latino Lideres Nominee, Hispanic Cultural Resource Foundation & Latino Times Media | 2024 |
| National Faith Advisory Board, Volunteer | 2024-Present |
| Latino Americans for Trump Coalition, Member | 2024-Present |
| Republican National Hispanic Assembly, National Secretary & Florida 2nd Vice Chair | 2023 -Present |
| Republican Party of Miami Dade County, District Committeewoman, District 19 | 2020 - Present |
| Cuban Sugar Mill Owners Association, Board Member | 2020 - Present |