



CONTACT

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EDUCATION

BACHELOR OF ARTS
JOURNALISM
California State University, Chico

CERTIFICATIONS

HUBSPOT
Content, Digital, Email, and Marketing Software

SKILLS

DESIGN: ADOBE CREATIVE CLOUD, CANVA
WEB: WORDPRESS, DIVI, BALSAMIC
MARKETING AUTOMATION: HUBSPOT, MAILCHIMP, CONSTANT CONTACT
PR TOOLS: MUCK RACK, PRNEWswire, BUSINESSWIRE, JUSTREACHOUT, MELTWATER
COLLABORATION: GOOGLE WORKSPACE, DROPBOX, SHAREPOINT
PROJECT MANAGEMENT: TRELLO, ASANA, NOTION, MONDAY
ANALYTICS: GOOGLE, SEMrush, UBERSUGGEST
QUICKBOOKS

JASON NIOSI

PR & MARKETING CONSULTANT

PROFILE

Strategic communicator and public relations professional with over 25 years of experience helping brands tell their stories and connect with the audiences that matter most. Experienced in leading traditional and digital campaigns that engage media, stakeholders, influencers, and brand ambassadors. Equally comfortable working with B2B and B2C brands.

WORK EXPERIENCE

01

FOUNDER & CEO | 2021-PRESENT

OCDfeat | Madison, Wisconsin

I lead the strategic vision, product development, and growth of a digital platform designed to support clinicians and patients engaged in exposure and response prevention (ERP) therapy. I oversee cross-functional teams in product design, engineering, and user research; and work closely with mental health professionals to align the software with best practices in OCD treatment. Manage operations, fundraising, and partnerships.

02

EXECUTIVE BOARD MEMBER (VOLUNTEER) | 2021-PRESENT

OCD Wisconsin Foundation, Inc. | Madison, Wisconsin

I play a key leadership role in expanding the organization's impact and operational capacity. I co-developed and launched the first overnight therapeutic camp for middle schoolers with OCD and their caregivers. Led fundraising efforts and secured grant funding to support the camp. Doubled board membership from 5 to 10, increasing capacity and strategic reach. Currently serve as the Vice President.

03

DIRECTOR OF MARKETING | 2019-2022

WellStack/SymphonyCare | Madison, Wisconsin

I expanded the company's market presence by securing new clients in the tribal sector for our SaaS offering. I streamlined sales and marketing operations, driving targeted lead generation and partnership strategies that grew the pipeline from \$4M to \$16M. I also supported executive communications by drafting high-impact messaging for the CEO, strengthening relationships with partners, clients, and investors.

AWARDS

PRSA AWARD OF DISTINCTION

2020

Programs, Media Relations,
Wisconsin Economic Development Corporation
Familiarization Tour

PRSA AWARD OF EXCELLENCE

2020: Programs, Social Media, WEDC
Wisconsin Stories

2014: Media Relations Tactic, Briggs & Stratton

2003: Consumer Product Launch, Milliken
Carpet & Rugs

SILVER MERCURY AWARD

2003

Milliken Carpet & Rugs, product launch

GALAXY AWARD

2003

Milliken Carpet & Rugs, media kit

BRANDS SAMPLING

American Heart Association, Archer Daniels
Midland

Boca Burger, Briggs & Stratton, Burger King

California Kiwifruit Association, Chilean Fresh
Fruit Association, Coin Laundry Association

Fresh Express, Friendly's Restaurants

Harley-Davidson, Hewlett Packard

JAM Audio, Kohler, Co., Lorillard Tobacco Co.

Marshfield Clinic, Match.com, Michael Best &
Friedrich, LLP, Milliken Carpet & Rugs

PowerBar, Rayovac

INDUSTRIES

B2B

Building products, digital health, education,
financial, government, healthcare data,
legal, manufacturing, technology

B2C

Associations & non-profits, consumer packaged
goods, education, electronics, gaming, food,
restaurants, health, wellness and fitness,
outdoor power equipment

WORK EXPERIENCE

04

PR TEAM LEADER | 2019-2019

Nelson Schmidt | Milwaukee, Wisconsin

Led award-winning public relations initiatives for the Wisconsin Economic Development Corporation, securing national media coverage to elevate the state's business profile. Managed a team of five, delivering impactful PR and social media strategies that amplified Wisconsin's business growth narrative. Produced 8-10 targeted content pieces each month, focused on engaging startup founders and transitioning service members.

05

MARKETING MANAGER | 2018-19

Wellbe | Middleton, Wisconsin

Implemented integrated digital and traditional marketing strategies that generated sales-ready leads while managing a \$2M SaaS sales pipeline. Executed account-based marketing campaigns that achieved the company's fastest deal closure of 58 business days (lead to close), and payment within four days. Collaborated with CEO and sales team to align priorities, set quarterly goals, and identify key pipeline opportunities.

06

DIRECTOR OF MARKETING OPERATIONS | 2015-18

Forward Health Group | Madison, Wisconsin

Led ROI-focused marketing and lead generation strategies, created all sales collateral, and managed vendor relationships across PR, design, and SEO. Partnered with the CEO on pipeline strategy and voice-of-customer efforts. Doubled a key account contract and led national quality improvement program efforts with the American Heart Association, overseeing product development and stakeholder coordination.

Additional Work History at <https://www.linkedin.com/in/jasonniosi/>

REFERENCES

MAUREEN BRENNAN

EVP, Public Relations

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Additional References Available Upon Request