

Brian Wolff

Senior Communications Leader | Brand Strategy & Storytelling | Executive Communications & Speechwriting | Media Relations & Crisis Communication | Digital Content & Community Engagement

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SUMMARY

Senior communications leader with 20+ years of experience building and executing comprehensive communication strategies for mission-driven organizations in municipal government and higher education. Equal parts strategist and practitioner — comfortable advising executive leadership on brand positioning and crisis response, and equally comfortable writing the speech, drafting the press release, building the content calendar, and managing the media list. Proven record translating complex policy, fiscal, and institutional topics into clear, compelling narratives for diverse audiences; leading enterprise brand initiatives; managing media relations across local, national, and trade outlets; and mentoring student writers, interns, and emerging communicators. Trusted partner to executive leaders, town managers, university administrators, and elected officials.

CORE COMPETENCIES

Strategic Communications & Storytelling • Executive Communications & Speechwriting • Brand Strategy & Message Architecture • Media Relations & Press Strategy • Crisis Communication & Issues Management • Internal Communications & Employee Engagement • Content Strategy & Editorial Direction • Digital, Social & Owned Media • Community Engagement & Partnership Building • Change Management Communications • Budget Management & Resource Planning • Team Mentorship & Development

PROFESSIONAL EXPERIENCE

Town of Bloomfield — Community Engagement & Public Relations Coordinator *Bloomfield, CT | 11/2022 – 6/2026*

- Developed and executed a comprehensive communication strategy that articulated the organization's story, culture, and long-term vision across internal and external channels — from concept through execution.
- Served as strategic advisor to the Town Manager and executive leadership on brand positioning, milestones, and transformation initiatives, translating leadership priorities into clear public-facing narratives.
- Crafted executive communications including speeches, talking points, briefing materials, and presentations for senior leadership and elected officials.
- Led an enterprise branding initiative, developing brand guidelines and content standards adopted across every department to ensure consistent voice and message discipline.
- Managed media relations strategy, including drafting press materials, coordinating interviews, and cultivating relationships with local and regional outlets.
- Led proactive storytelling across digital and social channels, identifying opportunities to highlight service improvements, employee achievements, and organizational milestones.
- Built and strengthened community partnerships with civic organizations, community partners, and public-sector stakeholders, coordinating outreach events and educational presentations.
- Served as Interim Director of Operations & Communications (Sept–Oct 2025), managing staff, budgets, and vendors while partnering cross-functionally on change management communications.

University at Buffalo, Division of Athletics — Director of Communications *Buffalo, NY | 11/2005 – 8/2022*

- Led communications strategy and day-to-day execution for a large, high-profile Division I athletics department over 17 years, shaping the department's narrative across local, national, and trade media.
- Crafted executive communications for university leadership and senior administrators — speeches, talking points, press releases, feature stories, and digital content that carried the organization's story through the distinct voice of each leader.
- Created donor and alumni communications, including enrollment marketing campaigns and outreach materials that strengthened engagement and institutional support.
- Partnered with athletics administration and university leadership to position programs, milestones, and strategic initiatives across media and external channels.
- Translated complex institutional, athletics, and organizational topics into engaging, audience-focused content for diverse stakeholders, including donors, alumni, media, and the public.
- Established content standards, messaging frameworks, and editorial processes ensuring brand voice consistency across all channels, including digital, social, and web.
- Oversaw media relations strategy, building and maintaining relationships with local, national, and trade reporters and coordinating interviews and media coverage.
- Mentored and budgeted student employees and interns in writing, editing, and content production; led crisis communications, oversaw the communications budget, and tracked media coverage and engagement to optimize strategy.

EDUCATION

MS, Sports Management
Concentration in Athletic Administration
Southern New Hampshire University

BA, Communications
University at Buffalo

HONORS & AWARDS

- Emmy Award** — New York Chapter, NATAS
- Super 11 Award** — Football Writers Assoc. of America
- MAC Diversity & Inclusion Award** — MAC (4x)
- NCAA Diversity & Inclusion Award** — NCAA

ADDITIONAL STRENGTHS

Donor & Alumni Communications
Speechwriting & Executive Briefings
Social Media Strategy & Management
Event Planning & Coordination
Stakeholder & Partnership Engagement
Adobe Creative Suite
Microsoft Office (Word, Excel, PowerPoint)
Crisis & Issues Management

CERTIFICATIONS & AFFILIATIONS

- Certified Connecticut Municipal Official (CCMO)
Connecticut Conference of Municipalities
- Public Relations Society of America (PRSA)
- City-County Communications & Marketing Assoc. (3CMA)