

Barbara M. Casanova

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SKILLS AND EXPERIENCE: Advocacy – Research - Membership Development - Program Management

Extensive experience in non-profit and membership organizations, with a successful track record of organization growth and revenue development through strategic planning and relationship cultivation. I am an experienced writer and speaker, participating in several white papers, training development, and content creation for marketing and social media. In addition, I am a skilled project manager with five years of experience managing federal government grants for research. As a bilingual Cuban American, I would be an asset to an organization to increase Hispanic engagement.

EMPLOYMENT HISTORY:

American Psychiatric Association - Washington, DC, Sr. Program Manager, Data Registry **2017- Present**

- Assist in the management, marketing, and data collection to ensure objectives were met and delivered on time and within budget.
- Develop and implement business plans and operating procedures, liaise with clients and vendors, and collaborate with multi-department teams.
- Manage recruitment, marketing, and training development for multiple research grants.

Dynamic Development Advisors, LLC – Washington, DC, Independent Consultant **2013 – 2017**

- Provided strategic marketing analysis, public relations, and communications for associations, government entities, and service providers within the captive industry.
- Successfully Increased attendance and revenue by 200% in one year for an association in decline.
- Implemented a new marketing and communications plan and coordinated a 300-attendee international conference.

Vermont Captive Insurance Association - Burlington, VT, Dir. of Membership & Development **2000 – 2012**

- 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.
- Represented the VCIA at conferences in collaboration with the State's Insurance Department.

Republican Legislative Election Committees - Montpelier, VT, Campaign Consultant **2000**

- 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**

- 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

- [Outcome Measure Harmonization and Data Infrastructure: Data Use and Governance Toolkit](#)
- [Outcome Measure Harmonization and Data Infrastructure: Report on Registry Configuration](#)

CIVIC ACTIVITIES:

- **Republican National Hispanic Assembly of FL, 2nd Vice Chair** **2024 - Present**
- **Republican National Hispanic Assembly, National Secretary** **2023 - Present**
- **Republican Party of Miami Dade County, Alt Committeewoman, District 19** **2020 - Present**
- **Cuban Sugar Mill Owners Association, Board Member** **2020 - Present**