MATTHEW MARCELLUS

COMMUNICATIONS & PUBLIC AFFAIRS | MEDIA RELATIONS & CRISIS MANAGEMENT

Relocating to New Haven, CT | Matthew.john.marcellus@gmail.com | linkedin.com/in/mmarcellus | matthewmarcellus.com

PROFILE

Communications leader with nearly 10 years across national nonprofit, federal consulting, and U.S. Army public affairs. Led crisis and issues communications for a national nonprofit through the November 2025 Washington shooting and a January 2026 Senate Judiciary hearing, and ran media strategy for an April 2026 story that quoted it in The New York Times. Directed the website rebuild and brand refresh launched in October 2026 and wrote the standards behind the public work, from a crisis communications media guide to a master voice guide. Conceived Day 1,827, a campaign marking five years since the fall of Kabul. Johns Hopkins MBA and MA in Communication.

CORE EXPERTISE

National Media Relations | Crisis & Issues Management | Executive Communications & Media Training | Public Affairs & Policy Communications | Messaging Frameworks | Brand Voice & Editorial Standards | Digital & Social Strategy | Website/CMS Strategy | Stakeholder & Coalition Engagement | Vendor Management

PROFESSIONAL EXPERIENCE

No One Left Behind | Arlington, VA
Director, Communications and Marketing **Sep 2025–Present**

National nonprofit supporting Afghan and Iraqi wartime allies through resettlement assistance and advocacy.

- Conceived and ran Day 1,827, the campaign for the fifth anniversary of the fall of Kabul (August 2026), with 17 ally stories, each approved by the ally, and a longform piece carrying the advocacy asks; August online gifts reached $73,000, up from $54,000 in 2025.
- Directed the public response to the November 2025 shooting of two National Guard members in Washington by an Afghan national, six days before Giving Tuesday, with a statement published within 24 hours that led with the victims, the shooter's immigration history kept to background briefings, and year-end messaging reworked around the news.
- Directed the rebuild of nooneleft.org from Wix to Webflow with an outside firm, launched October 19, 2026 with a brand refresh, adding separate paths for allies seeking help and for supporters, search-optimized copy, and 81 news items migrated with redirects.
- Serve as primary media contact, coordinating interviews with CNN, NBC, the Associated Press, and others and editing an op-ed placed in The Washington Post; ran strategy for an April 2026 story on reported talks to send Afghan allies waiting in Qatar to the Democratic Republic of the Congo, which quoted NOLB in The New York Times.
- Directed press for a January 2026 Senate Judiciary hearing on the vetting of Afghan parolees, writing the advance release, pitch, and post-hearing statement and coordinating on the executive director's statement for the record; coverage followed in Stars and Stripes, Task & Purpose, KPBS, and Reason.
- Wrote and designed the 2025 Annual Report in-house in digital and print editions (March 2026), credited by name in leadership's report to senior advisors.
- Moved donor email from CharityEngine to Mailchimp, auditing a list of about 88,000 contacts to about 60,000 and warming the sending domain with segmented updates; the August 2026 report to senior advisors credited the move with better deliverability and part of the year's revenue strength.
- Wrote the Crisis Communications Media Guide (February 2026) and the master voice guide (July 2026), and set Q1 2026 messaging standards that moved all channels from evacuation-era language to sustainment and resettlement.
- Led social media strategy that generated 6.6 million Facebook views from September 2025 to October 2026, with content interactions up 151% on Meta's prior-period comparison.

PROFESSIONAL EXPERIENCE (CONTINUED)

Sanctum Federal | Remote / Fairfax, VA
Communications Strategist (Contract) **Jan 2023–Aug 2025**
Consulting firm advising companies that sell to the federal government.

- Translated federal procurement rules, budget cycles, and continuing resolutions into plain-language content for clients selling to the federal government, generating more than 1,000 qualified business-development contacts.
- Wrote, scripted, and hosted a video training series on federal operations, budgets, and compliance for newly hired staff from client firms.

United States Army | Worldwide
Public Affairs Specialist and Noncommissioned Officer in Charge **Feb 2017–Jan 2023**

- Led the public affairs team at USAG Humphreys in South Korea, assigning and editing work to meet clearance and publication deadlines while supporting Eighth Army leaders through North Korean escalation cycles and COVID operations.
- Designed a public affairs training curriculum for a Signal School detachment, preparing junior enlisted Soldiers with no prior writing background to produce publishable journalism.
- Wrote and edited command communications under classification review, translating operational information into releasable materials for senior leaders and the public.
- Supported multinational training involving Ukrainian forces in Illesheim, Germany, coordinating bilateral media coverage.

EDUCATION

Columbia University, School of International and Public Affairs | Master of Public Administration, expected 2028

Johns Hopkins University | MBA and MA in Communication, 2025

The Pennsylvania State University | BA, International Politics (2021); BA, History (2022) | Summa Cum Laude, 3.99/4.00

SELECTED AWARDS

- First place, Military Writer of the Year, TRADOC Public Affairs Competition (2021) and Army Materiel Command David G. Harris Competition (2020).
- First place, News Story of the Year, Department of the Army Keith L. Ware Competition (2020); Military Photographer of the Year, Army Materiel Command (2020).

DIGITAL TOOLS & PRODUCTION

Digital & analytics: Google Analytics 4 (GA4), Meta Business Suite, Sprout Social, Mailchimp, CharityEngine, Webflow, Wix, WordPress, Muck Rack, Bitly, paid social (Meta, LinkedIn)

Content & production: AP Style, brand voice and editorial standards, press releases, talking points, op-eds, statements for the record, executive correspondence, newsletters, annual reports, video scripting/production, Adobe Premiere Pro, Adobe InDesign, Adobe Photoshop, Canva

Operations: Project management, vendor and agency management, team leadership and training, media training, Microsoft 365, Monday.com