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RORY SALIGER

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QUALIFICATIONS SUMMARY

Marketing and PR professional with a previous background in Army Human Resources, bringing expertise in brand positioning, media outreach, and talent engagement. Holds a Bachelor's in Business Administration & Marketing, with experience developing strategic marketing initiatives, managing public perception, and coordinating high-profile engagements, all in fast-paced, results-driven environments. Highly adept at working independently in remote settings, leveraging strong communication, organization, and problem-solving skills to drive marketing and PR initiatives forward. Skilled in digital media, talent partnerships, and strategic messaging, ensuring brands connect with the right audiences across multiple platforms. Brings a structured, results-driven approach to public relations and marketing, with a proven ability to collaborate across time zones, manage projects efficiently, and deliver high-impact campaigns without the need for constant oversight.

MARKETING AND PUBLIC RELATIONS PROFICIENCIES

Talent Engagement & Brand Positioning

- Develop and manage marketing strategies that enhance talent visibility, strengthen brand identity, and drive audience engagement. Craft compelling messaging that resonates across multiple platforms.

Public Relations & Media Outreach

- Manage media relations, press releases, and talent representation to ensure positive brand perception. Secure media coverage, coordinate interviews, and develop strategic PR campaigns.

Digital & Traditional Marketing

- Leverage digital marketing tools, social media platforms, and traditional media to optimize brand exposure. Create content, oversee campaign management, and analyze audience engagement to maximize reach and impact.

Event & Partnership Coordination

- Oversee talent partnerships, sponsorships, and event planning to build meaningful connections between brands, media, and key stakeholders. Ensure seamless execution of engagements that align with marketing and PR goals.

Strategic Communication & Storytelling

- Craft compelling narratives that elevate brand positioning, enhance talent recognition, and engage audiences effectively. Balance creative storytelling with data-driven decision-making.

Remote Work & Project Management

- Manage marketing and PR initiatives in a remote setting, ensuring seamless collaboration across teams and time zones. Maintain organization, meet deadlines, and adapt to shifting priorities while driving results.

EDUCATION

Purdue University

Bachelor of Business Administration and Marketing

2021

PROFESSIONAL EXPERIENCE

Self Employed, Riverview, FL

2022 – Present

Operations & Administrative Coordinator

- Manage scheduling and logistics, coordinating calendars, appointments, and travel arrangements to ensure seamless daily operations.

- Oversee budget management, tracking expenses for supplies, activities, and household needs while ensuring cost efficiency.
- Develop and implement structured routines, optimizing time management for education, extracurricular activities, and essential appointments.
- Coordinate procurement and inventory management, ensuring essential items are stocked, organized, and efficiently maintained.
- Plan and execute engagement activities, focusing on educational enrichment, personal development, and structured organization.

United States Army, San Antonio, TX

2019 – 2022

Human Resources Officer, World Class Athlete Program (WCAP) Headquarters

- Developed and managed talent marketing and athlete branding strategies to promote soldier-athletes competing at national and international levels, including the 2019 Pan American Games and 2021 Olympic Games.
- Oversaw personnel and financial operations for 100+ soldier-athletes, coaches, and trainers across 10 training locations, ensuring seamless career development and operational efficiency.
- Served as the principal advisor to the battalion commander, shaping policies that supported athlete recognition, sponsorships, and military career progression.
- Coordinated media outreach, awards, and recognition efforts, ensuring high-visibility athletes received appropriate accolades, promotions, and public engagement opportunities.
- Managed performance evaluations, promotions, and administrative processes, ensuring athletes maintained their readiness for both military service and elite competition.
- Recognized for creating a positive and results-driven environment, leading to the highest promotional rate in WCAP history.
- Earned the Army Achievement Medal for leadership and support during the initial wave of the COVID-19 pandemic.
- Commended by senior leadership for exceptional leadership, dedication, and mission-driven execution, setting the standard for excellence in military and athletic administration.

United States Army, Fort Carson, CO 2016 – 2019

Human Resources Specialist

- Advised and guided soldiers on career development, providing strategic counsel on promotions, training opportunities, and personnel transitions, including transfers, travel orders, and salary details across all Army divisions.
- Managed and executed career administrative processes, overseeing performance evaluations, promotion requests, and classification changes, ensuring accuracy and compliance with military regulations.
- Assessed and aligned soldiers' career goals and qualifications for advanced assignments, processing transfer and reassignment requests, and facilitating separation, retirement, and awards recommendations.
- Maintained and organized personnel records, ensuring seamless transfer of service records to new duty stations or home-of-record locations.
- Consistently recognized by senior leadership for exceptional service and dedication, with commendations for technical expertise, leadership, and mission-driven execution, directly contributing to unit success.

AWARDS

Army Commendation Medal ... Army Achievement Medal 3x ... Army Good Conduct Medal ...
National Defense Service Medal ... Global War on Terrorism Service Medal ... NCO Professional
Development Ribbon ... Army Service Ribbon ... Certificate of Achievement 2x