

ROMAN A. VITANZA

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PROFILE

Brand manager for a 70,000-member national organization: wrote the brand guidelines and marketing playbooks its units follow, built the self-service tools that keep them on brand and trains communicators across six states to speak with one voice. Nine years of story-driven marketing aimed at teenagers and their parents through the Civil Air Patrol cadet program. AP style practitioner, award-winning public affairs officer and Winthrop alumnus who taught Adobe Illustrator, InDesign and Photoshop for the College of Business and got a professional start in Winthrop student media.

BRAND AND COMMUNICATIONS LEADERSHIP

Civil Air Patrol, the U.S. Air Force auxiliary; a 70,000-member national nonprofit

National Brand Manager and Public Relations Specialist, National Headquarters *October 2020 to present*

- Protects and manages the national brand identity, ensuring visual and voice consistency across web, social media, print and broadcast channels for units nationwide.
- Wrote and published national brand guidance, including CAP Pamphlet 150-15 (brand guidance and marketing best practices) and CAP Pamphlet 150-12, the Encampment and NCSA Marketing Playbook, used by units across the country to market youth programs.
- Built and maintains a self-service brand tools suite (logo, email signature, business card and certificate generators) that standardizes visual identity organization-wide.
- Advises internal stakeholders on trademark, licensing and brand compliance; supports national campaigns and crisis communication.

Director of Public Affairs, Marketing and Strategic Communications, Southwest Region *August 2024 to present*

- Oversees strategic communications and public relations across six wings (Arizona, Arkansas, Louisiana, New Mexico, Oklahoma and Texas); principal public affairs advisor to the region commander.
- Provides training, resources and guidance to wing and unit public affairs officers, building a consistent brand voice across a multi-state volunteer network.
- Leads regional media relations, social media governance and crisis communication.

Chief of Marketing and Public Affairs, Texas Wing *November 2020 to April 2024*

- Directed the statewide internal and external information program, including media and community relations, and supervised public affairs activities across subordinate units.
- Served as public information officer supporting CAP and NASA aviation weather missions, communicating scientific outcomes to media, government stakeholders and the public.

COMMAND AND YOUTH PROGRAM LEADERSHIP

Civil Air Patrol

Deputy Commander, Group 3 and 6, Texas Wing *June 2026 to present*

- Helps lead 23 squadrons and 2,730 volunteers across North Texas, supporting unit readiness, compliance and mission execution in emergency services, cadet programs and aerospace education.

Squadron Commander, Fort Worth Phoenix Composite Squadron *November 2021 to February 2026*

- Led a composite squadron of adult volunteers and cadets ages 12 to 18; the unit was twice named Texas Wing Squadron of the Year and earned two national Unit Citations.
- Designed recruiting, onboarding and retention campaigns aimed at teens and their parents, including the New Member Great Start program, growing the squadron from 10 members to 155.

PROFESSIONAL EXPERIENCE

Contract Administrator, Allied Pilots Association, Fort Worth, Texas *April 2025 to present*

- Administers the collective bargaining agreement for the world's largest independent pilots union, representing the 16,000 pilots of American Airlines; produces precise, high-stakes written guidance on tight deadlines.

Crew Analyst | Crew Tracker | Flight Deck Crew Scheduler, American Airlines, Fort Worth, Texas *April 2019 to April 2025*

- Managed real-time crew scheduling in a 24/7 operations center, monitoring live operational data and balancing federal regulations, contract rules and cost during irregular operations.

Peace Corps Volunteer, Republic of Georgia *July 2017 to August 2018*

- Served as an English-language co-teacher and youth educator at a secondary school, developing lessons and programs for teenage students.

HIGHER EDUCATION EXPERIENCE

Winthrop University, Rock Hill, S.C.

Teaching Assistant, College of Business Administration *December 2013 to May 2017*

- Instructed introductory courses in Adobe Illustrator, InDesign and Photoshop.

Web Content Editor, The Roddey McMillan Record; Webmaster, The Johnsonian *2013 to 2017*

- Managed web content and CMS publishing for Winthrop's campus newspapers.

Resident Assistant, Residence Life *July 2013 to December 2015*

- Planned student programming; earned Campus-Wide Educational Program of the Month and Most Dependable Resident Assistant honors.

Market Assistant, Walk2Campus Properties, Rock Hill, S.C. *December 2015 to July 2017*

- Supported marketing and resident services for student housing serving the Winthrop community.

ADDITIONAL BRAND GOVERNANCE

Fraternity Services Team, Branding, Trademark and Licensing, Phi Mu Alpha Sinfonia *February 2024 to present*

- Advises the national fraternity on brand identity, trademark and licensing matters.

EDUCATION

Candidate, Master of Public Administration, Emergency Management concentration, Clemson University

Bachelor of Science in Digital Information Design, Digital Mass Media, Winthrop University, 2017

PUBLICATIONS

- [CAP Pamphlet 150-12, Encampment and NCSA Marketing Playbook](#)
- [CAP Pamphlet 150-15, Marksmanship and Shooting Sports Activities Brand Guidance and Marketing Best Practices](#)
- [CAP Pamphlet 150-14, Media Relations Guidelines for Civil Air Patrol Air Force Assigned and Corporate Missions](#)
- [CAP Pamphlet 201, Public Affairs Officer Specialty Track Guide](#)
- [“Tracking Airplanes and Contrails: Results from the Aviation Weather Mission with NASA and the Civil Air Patrol”](#)
- [Civil Air Patrol 101 Presentation](#)
- [Civil Air Patrol Fact Sheet](#)

RECOGNITION

- National 2024 Col. Robert V. “Bud” Payton Public Affairs Officer of the Year, Civil Air Patrol
- 2019 Maj. Howell Balsem Public Affairs Exceptional Achievement Award
- Southwest Region 2024 Col. Edwin W. Lewis Jr. Incident Commander of the Year, Civil Air Patrol
- 2021 The President’s Call to Service Lifetime Service Award, AmeriCorps
- 2023 Kentucky Colonel, Governor of Kentucky in service to the COVID-19 pandemic
- 2023 Honorary Admiral in the Texas Navy, Governor of Texas in service to the COVID-19 pandemic
- 2021 National Crisis Response Award, Civil Air Patrol in service to the COVID-19 pandemic
- Outstanding Young Alumni, Winthrop University

SKILLS

AP style | Adobe Creative Cloud (Photoshop, Illustrator, InDesign) | Content management systems | Social media strategy and governance | Photography and videography planning | Crisis communication | Campaign analytics and reporting | Project management