

MAXWELL STOLFE

Strategic Communications & Public Affairs Leader

(732) 439 0676

MSTOLFE@GMAIL.COM

LINKEDIN.COM/IN/MAXWELLSTOLFE

Strategic communications and public affairs leader advising executive leadership, managing institutional reputation, and leading stakeholder engagement initiatives across higher education, municipal government, C-level, and regulated environments. Proven success navigating crisis communications, organizational change, and politically sensitive issues while aligning communications strategy with operational and institutional priorities. Experienced leading cross-functional teams, executive messaging, and public trust initiatives serving audiences exceeding 100,000 stakeholders.

ACHIEVEMENTS

RUTGERS UNIVERSITY INSTITUTIONAL IDENTITY ROLLOUT

Directed a high-stakes transition from a legacy identity to a unified block-R brand across 11 offices and nine subdivisions. Advised cabinet-level leadership on messaging and tone to ensure alignment with institutional goals while auditing every branded asset for 100,000+ stakeholders. Unified the visual and strategic narrative of the Finance and Administration division, reducing interdepartmental coordination delays by 55%.

2020 CENSUS ADVOCACY & COMMUNITY TRUST

Addressed deep-seated government skepticism within Hispanic communities during the 2020 Census cycle. Developed a 'Privacy First' narrative strategy to overcome government skepticism in marginalized communities, resulting in a 40% participation increase over 2010 baseline to secure critical federal resources.

COVID-19 CRISIS COMMUNICATIONS

Preserved public reputation of NJ municipalities during a period of peak misinformation and health crisis. Established a real-time crisis communication department from scratch, synthesizing complex healthcare data into daily executive updates. Maintained a sustained 50%+ engagement rate and improved urgent response times by 45%, effectively mitigating public panic and reputational risk.

EXPERIENCE

PRINCIPAL CONSULTANT | LWB Strategic Communications, LLC | March 2023 - Present

Advise executive leaders, legal professionals, and multi-state organizations on institutional reputation, crisis response, stakeholder engagement, and strategic communications initiatives across complex public- and private-sector environments.

- Partnered with law firms, sports media entities, hospitality groups, and business alliances to architect cross-channel brand narratives and execute high-stakes crisis mitigation and reputation resuscitation frameworks.
- Design data-driven stakeholder mapping and digital presence strategies for diverse entities navigating intense market scrutiny, restoring public trust and establishing long-term organizational alignment.

SENIOR STRATEGIC COMMUNICATIONS LEAD | Rutgers University | August 2022 - Present

Coordinates cross-functional communications initiatives across operational, administrative, and executive stakeholders within one of the university's largest divisions.

- Governed the enterprise web migration of legacy systems across the division, including the university's highest-traffic procurement platform, successfully protecting brand continuity for 100,000+ stakeholders.
- Lead collaborative project teams, onboarding initiatives, and vendor coordination supporting enterprise communications and institutional operations.
- Advise university leadership on communications strategy, executive messaging, and institutional alignment initiatives supporting a division serving over 100,000 stakeholders.
- Direct enterprise accessibility communications and digital compliance initiatives, improving WCAG alignment by 50% across primary institutional web properties.
- Partnered with University IT and Central Communications to engineer automated, streamlined content-updating protocols, drastically reducing manual vendor-list maintenance while preserving critical human oversight.
- Lead strategic modernization of crisis communications protocols, improving institutional response times by 45% during high-priority operational and reputational events.

SENIOR CONTENT STRATEGIST | Direct Development PR | September 2020 - July 2022

Promoted to senior strategic leadership overseeing integrated communications, brand strategy, and public affairs initiatives following high-profile municipal crisis communications work during the COVID-19 pandemic.

- Oversaw the strategic delivery of high-stakes communications portfolios for municipal and public-sector accounts, directly mitigating risk during periods of high-priority operational friction.
- Directed crisis communications and public trust initiatives for municipal and institutional clients navigating politically sensitive operational challenges.
- Served as strategic liaison between municipal leadership, law enforcement, and community stakeholders to align public-facing communications during periods of civil and political tension.
- Developed stakeholder engagement frameworks for municipal, healthcare, trade union, and B2B clients, increasing public engagement metrics by more than 500%.
- Mentored junior communications professionals and collaborative stakeholders on strategic messaging, accessibility standards, and institutional communications practices.

COMMUNICATIONS ASSOCIATE | Direct Development PR | June 2019 – September 2020

Led content, brand, and creative for an agency serving municipal, B2B, and trade union clients across New Jersey, including public sector, private sector, non-profit, and healthcare industries.

- Built, launched, and scaled the agency's inaugural dedicated public relations and crisis-response function during a period of peak market disruption, establishing the core operational workflows and cross-functional response protocols used to secure enterprise-level accounts.
- Built scalable communications frameworks for multi-sector organizations that improved audience retention, stakeholder reach, and long-term engagement by 30%.

STRATEGIC ACCOUNT MANAGER | Miro Consulting | December 2017 – May 2019

Managed strategic client relationships across technology, healthcare, defense, and entertainment sectors, including enterprise organizations and oversaw the uncovering of license compliance liabilities within their infrastructure.

- Served as the primary strategic liaison for Tier-1 defense, entertainment, and technology accounts (including General Dynamics and Marvel), directing high-stakes IT infrastructure compliance audits for Oracle, IBM, Microsoft, and Adobe environments.
- Managed a dedicated, high-value client portfolio to uncover and mitigate multimillion-dollar licensing liabilities, leveraging technical translation expertise to drive a 25% increase in annual recurring revenue and expand account cross-sell velocity.

DIRECTOR | Eliot Arlo Colon for NJ Assembly | June 2017 – November 2017

Directed campaign communications, stakeholder engagement, and rapid-response messaging strategy for a competitive New Jersey legislative race in a politically complex district.

- Developed integrated grassroots and digital communications strategies that generated the strongest opposition-party electoral performance in the district in more than 30 years.
- Managed relationships with regional political stakeholders, community leaders, and advocacy groups to align campaign messaging across diverse constituencies.
- Directed real-time messaging and media relations surrounding legislative issues and competitor narratives.

REPORTER | Star News Group | October 2016 – May 2017

EXECUTIVE COMPETENCIES

Executive Advisory & Leadership Communications, Crisis & Reputation Management, Public Affairs & Stakeholder Engagement, Government & Community Relations, Organizational Change Communications, Cross-Functional Team Leadership, Strategic Messaging & Narrative Development, Institutional Brand Strategy, Issues Management & Media Relations, AI & Generative Search Communications, Executive Stakeholder Alignment, Institutional Narrative Governance, Performance Metrics & Analytical Integrations, Enterprise Matrix Oversight, WCAG Digital Accessibility

TECHNICAL PROFICIENCIES

Digital Governance, Analytics & Audience Insights, Enterprise Communications Platforms, Generative AI Tools, Accessibility & Compliance, Media Monitoring & Reputation, Public Relations, Executive Speechwriting, Public Speaking

RECOGNITION

Authored award and advocacy submissions supporting institutional reputation initiatives for municipal and private-sector clients, including recognition for Netta Architects and Fanwood, NJ.

EDUCATION

B.S. COMMUNICATIONS: JOURNALISM | Marist College | September 2013 – May 2016

A.S. BUSINESS ADMINISTRATION | Ocean County College | May 2011 – May 2013