

Virginia Quiambao Arroyo SCOR²E Team



Years of Experience

20 Years

Education

Old Dominion University

BS, Communications,
Marketing Minor

Professional Experience

Avid Core

Founded Avid Core, a strategic communications and public outreach firm based in Northern Virginia. Expert in building a successful communications and public outreach strategy. Serves as Partner and Chief Operations Officer.

directly with several internal and external stakeholders to ensure consistent and timely messaging.

Additionally, Virginia led the effort to revamp CBP's communication process concerning tribal entities. She developed a comprehensive tribal engagement plan which led to over 100 tribal entities becoming involved in the stakeholder feedback and engagement process.

Border Patrol Facilities And Tactical Infrastructure (BPFTI) Project Management Office (PMO), Communications Specialist (2012 – 2017)

Virginia supported the Border Patrol Air & Marine (BPAM) Program Management Office, managing all promotion for new and updated facilities. This work included leading the entire event planning lifecycle of more than 40 groundbreaking and ribbon-cutting ceremonies for border patrol and air and marine facilities. She coordinated the events' logistics, created talking points, drafted media advisories and facility fact sheets, and organized external stakeholder participation and attendance—primarily focusing on state and local officials.

From interning at Old Dominion University's development office, to the media relations firm in New York City where she landed her first media pitch, to the small, woman-owned business in DC where she spent more than a decade supporting federal government contracts, Virginia Quiambao Arroyo's definition of what it means to conduct public outreach is ever-evolving. Virginia believes listening is the most critical step in building a successful communications and public outreach strategy. As a co-founder of Avid Core and its Chief Operations Officer, Virginia is committed to helping clients and stakeholders communicate effectively through inclusive public involvement processes. Her expertise is built on providing strategic counsel to senior government officials and developing mutually beneficial public involvement and community engagement programs that reach a vast range of stakeholders. She brings more than 15 years of experience leading public and private sector communications and outreach, managing media relations, and event planning.

U.S. Customs And Border Protection, Environmental Outreach and Communications Lead (2017 – Present)

Virginia manages the CBP Infrastructure Portfolio's real estate and environmental planning communications and outreach efforts for one of the largest federal government infrastructure projects. Under Virginia's leadership, CBP reaches more than 5,000 stakeholders on a quarterly basis and manages a public involvement process that fields up to 50,000 public comments for one project. Virginia also facilitates coordination with impacted tribal governments to ensure their feedback and comments are considered and implemented during the planning process.

Virginia successfully develops communication strategies and oversees execution of outreach for high-profile, legally, and politically sensitive projects that require close coordination with CBP's Office of Chief Counsel (OCC), Office of Public Affairs (OPA), Congressional Affairs (OCA), State, Local, and Tribal Liaison Office, and U.S. Border Patrol (USBP). She works

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U.S. Customs And Border Protection, Communications Specialist (2012 – 2017)

Virginia oversaw the development program management’s annual report sent to CBP and the Department of Homeland Security (DHS) leadership. She led the report’s content development, layout, and graphic design efforts. The report was used to brief the Office of Management and Budget (OMB).

U.S. Department Of Transportation (U.S. DOT) Federal Highway Administration (FHWA), Communications Specialist (2009 – 2010)

Virginia provided U.S. DOT’s FHWA with strategic marketing, communications, and outreach support for the Surface Transportation Environment and Planning Cooperative Research Program (STEP). She

served the transportation community by developing targeted marketing materials for high-profile climate change and transportation related research initiatives.

U.S. Patent And Trademark Office, Outreach Team, Communications Analyst (2007 – 2009)

Virginia supported the United States Patent and Trademark Office’s (USPTO) educational campaign regarding its patent e-Commerce initiatives, such as the Electronic Filing system (EFS-Web) and Patent Application Information Retrieval (PAIR) system. She served the Intellectual Property (IP) community by crafting targeted messages regarding e-Commerce initiatives and gathering feedback from key stakeholders which is used to improve the aforementioned e-Commerce systems. Virginia provided on-site support at USPTO by managing outreach initiatives for the PAIR system. Virginia worked closely with the PAIR project managers to develop communication plans which include strategies on how to communicate system enhancements and programs, such as the e-Office Action Pilot Program, to the IP community. She has developed marketing materials for the PAIR system and serves as an editor by reviewing presentations, talking points, and “how-to” guides. She also managed logistics for national and international tradeshow within the IP community. The team was successfully able to transition 60 percent of paper filers to e- Filers within the three years, exceeding USPTO Commissioner’s product launch goals.