

PORTFOLIO OF SELECTED WORK · 2014 — 2026

Albinko Hasic

Communications, Public Affairs & Media Relations Leader

\$48K

raised for Birdies for Charity, up 50%

2M

followers on the Mark Twain
Facebook page

200K+

followers built with no paid promotion

\$26.6M

federal waterline project, public
affairs lead

SELECTED INSTITUTIONS

The Mark Twain House & Museum · National Archives · U.S. Army Corps of Engineers · Terakeet · U.S. Army Ten-Miler · BosnianHistory.com

Hartford, CT

hasicalbinko@gmail.com

860-389-3673

[linkedin.com/in/albinko-hasic](https://www.linkedin.com/in/albinko-hasic)



Fig. 01 — The Mark Twain House, Hartford

PROGRAMS & PARTNERS

Travelers Championship · Smithsonian NPG · Webster Bank · Ron Chernow · Joyce Carol Oates · American Voice in Literature Award

ON AIR & IN PRINT

FOX61, WTNH, WFSB, the Hartford Courant, and C-SPAN

Museum spokesperson in regional and national coverage, including Patch and CT Insider.

NO. 01 · 2025 — PRESENT · HARTFORD, CT

Director of Marketing, Programs & Community Engagement

The Mark Twain House & Museum

\$48K

raised for Birdies for Charity, up 50% from \$32K

60%

growth in social and email engagement

2M

followers on the Mark Twain Facebook page

- | | |
|--|---|
| I. Led marketing for the record-setting Birdies for Charity campaign through the Travelers Championship. | II. Brought public relations in-house and secured hundreds of media stories as museum spokesperson. |
| III. Grew social and email engagement 60% across the 2M-follower page and a 30,000-contact list. | IV. Drove sold-out Ghost Tours through October, adding capacity and 20% growth in a down year. |
| V. Promoted author events with Ron Chernow and Joyce Carol Oates, securing C-SPAN coverage. | VI. Report to the Executive Director and Board; manage a \$40,000 marketing budget. |

In the press



Fig. 01a — CBS Sunday Morning films Ron Chernow with Robert Costa at the museum. Facebook, May 2025.

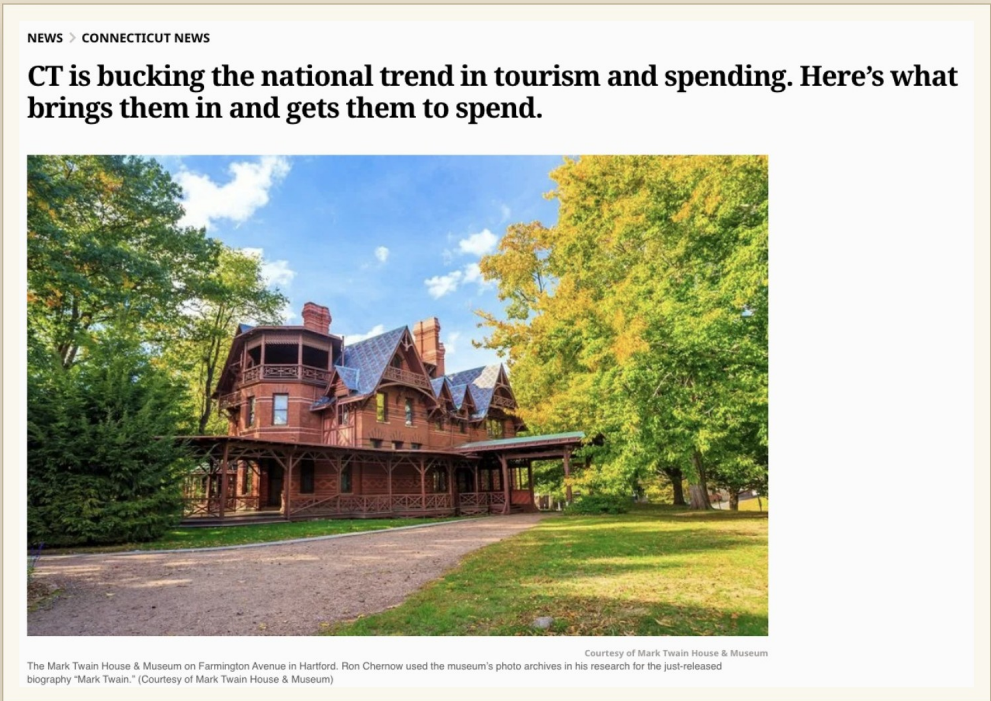


Fig. 01b — The museum's photo leads coverage of Connecticut's tourism growth, citing Chernow's research in its archives.

- IN THE MEDIA
-
- CBS Sunday Morning
 - C-SPAN
 - FOX61
 - WTNH
 - WFSB
 - Hartford Courant
 - CT Insider
 - Patch

Selected work

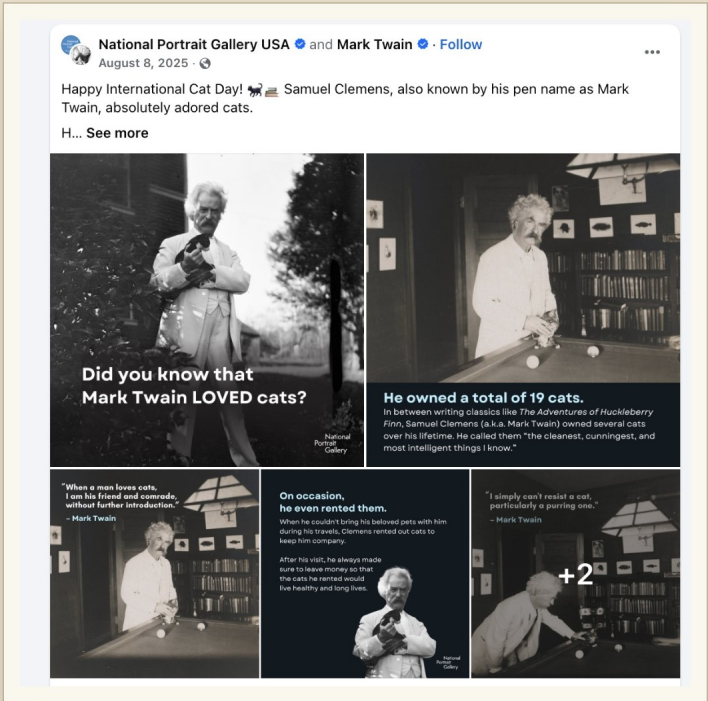


Fig. 01c — *International Cat Day*, co-published with the Smithsonian’s National Portrait Gallery. Facebook, August 2025.



Fig. 01d — “*Twain & Tesla*,” a social story on two original minds who crossed paths in New York. Museum post on X.

THE APPROACH

Archival photographs, one sharp hook, and partners who carry the story further.

CHANNELS

Mark Twain Facebook page, 2M followers
Museum Facebook, Instagram, and X
Email program, 30,000 contacts



Fig. 02 — The National Archives, Washington

CAMPAIGNS

#RevWarVets · #AskAConservator · #ArchivesRecipes ·
#ArchivesHandwriting · Citizen Archivist

IN THE PRESS

“Reading cursive is now a superpower”

New York Post, January 2025 · the recruitment also ran in
USA Today, NPR, and People.

NO. 02 · 2022 — 2025 · WASHINGTON, D.C.

Public Affairs Specialist

National Archives and Records Administration

80,000+

Revolutionary-era Americans in
the records

30%

growth in volunteer participation

4

national outlets covered the
recruitment

- I. Led social media strategy for #RevWarVets within the Citizen Archivist recruitment effort.
- II. Drove thousands of new volunteers and 30% growth in participation.
- III. The effort earned national coverage in USA Today, NPR, People, and the New York Post.
- IV. Built messaging for the joint National Archives–National Park Service initiative on Revolutionary-era records.
- V. Created recurring national series, including #AskAConservator, #ArchivesHandwriting, and #ArchivesRecipes.
- VI. Trained colleagues in design and publishing tools and led the migration to WordPress and HubSpot.

Selected work

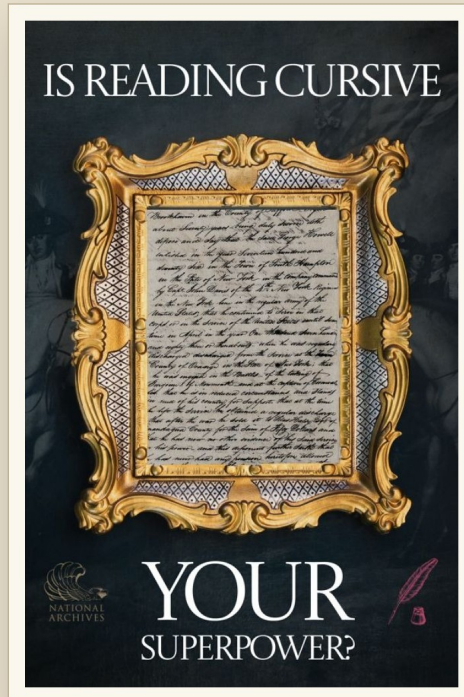


Fig. 02a — “Is Reading Cursive Your Superpower?” Citizen Archivist recruitment graphic.



Fig. 02b — Thank-you graphic for Citizen Archivist volunteers.



Fig. 02c — #ArchivesRecipes, a culinary tour of the presidential record. X, December 2024.

In the press

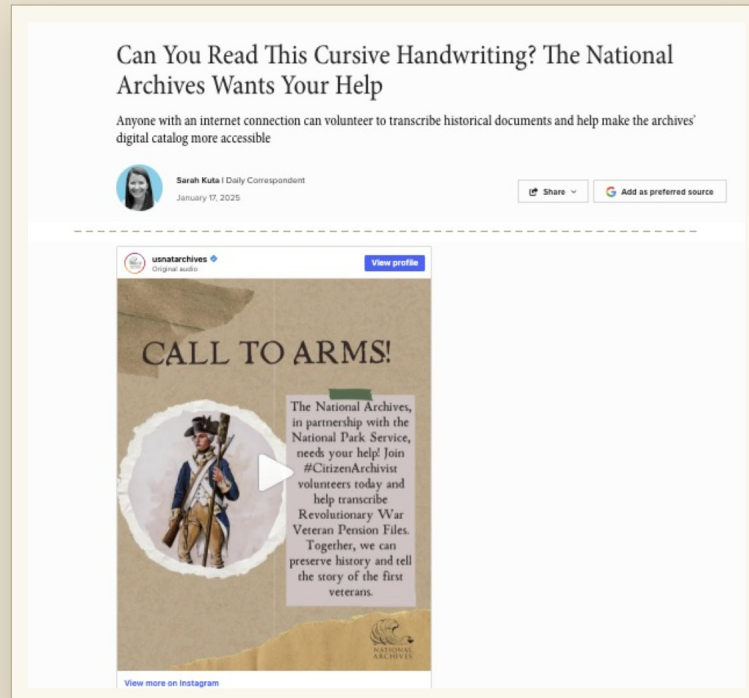


Fig. 02d — Smithsonian Magazine features the campaign's "Call to Arms" post in its cursive coverage. January 2025.



Fig. 02e — PBS NewsHour carries President Zelenskyy's address at the National Archives. September 2023.

NATIONAL COVERAGE

Smithsonian Magazine

USA Today

NPR

People

New York Post

PBS NewsHour

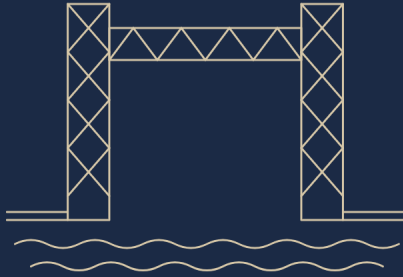


Fig. 03 — Cape Cod Canal lift bridge, Bourne

PROJECTS

Durham Meadows Waterline · Cape Cod Canal bridges study · Emergency messaging · Public meetings and briefings

ON THE RECORD

Credited as the district's Web Content Manager

Yankee Engineer, September 2021 · New England District publication.

NO. 03 · 2019 — 2022 · CONCORD, MA

Public Affairs Specialist

U.S. Army Corps of Engineers, New England District

\$26.6M

Durham Meadows waterline,
public affairs lead

6

New England states served

20+

regional social media
accounts managed

- | | |
|---|---|
| I. Public affairs lead for Durham Meadows, bringing clean water to about 120 homes and businesses. | II. Briefed residents and municipal officials on Durham Meadows construction milestones. |
| III. Delivered emergency and real-time public-safety messaging with district leadership and technical teams. | IV. Supported Cape Cod Canal communications, including the bridges rehabilitation study; received a commendation. |
| V. Handled hundreds of media inquiries; prepared press materials, talking points, and public meeting materials. | VI. Served as web content manager for the district site alongside 20+ regional social accounts. |

In the press

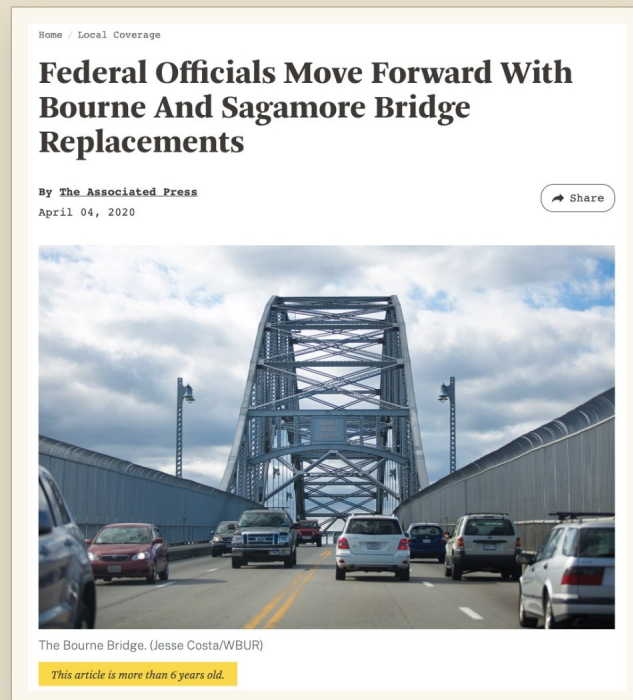


Fig. 03a — WBUR and the Associated Press on the Bourne and Sagamore bridge replacements. April 2020.



Fig. 03b — EPA marks the completion of the Durham Meadows Superfund Site waterline project. August 2022.

Selected work



Fig. 03c — Young volunteers clear more than 88 pounds of trash from the canal banks. X, November 2021.



Fig. 03d — The Mayflower II transits the Cape Cod Canal on its way to winter storage. X, late 2021.

ON SOCIAL

Community stories from a federal waterway:
the volunteers, vessels, and neighbors who
share it.

SCALE

20+ regional social accounts alongside the district's
main channels

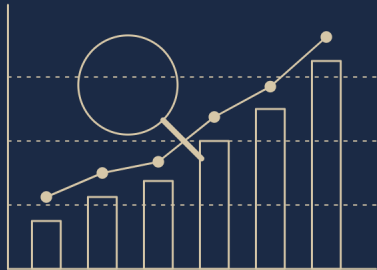


Fig. 04 — Search, measured

TOOLKIT

Google Analytics · SEMrush · Keyword research ·
Competitive analysis · Content mapping

THE METHOD

Research, write, optimize, measure, repeat.

Across Fortune 500 accounts, with account teams,
designers, and developers.

NO. 04 · 2018 — 2019 · SYRACUSE, NY

Marketing Manager

Terakeet

Oracle

Fortune 500 enterprise client

SEO

search-led content strategy

Data

Google Analytics and SEMrush

- I. Developed SEO and content strategy for Fortune 500 enterprise clients, including Oracle.
- II. Ran keyword research, competitive analysis, and content mapping to find search and audience opportunities.
- III. Produced and optimized articles, reports, and website copy aligned with client goals and brand standards.
- IV. Assessed content performance in Google Analytics and SEMrush to inform recommendations.
- V. Collaborated with account teams, designers, and developers on coordinated campaigns.
- VI. Applied editorial standards and brand guidance across all client content.

Selected work

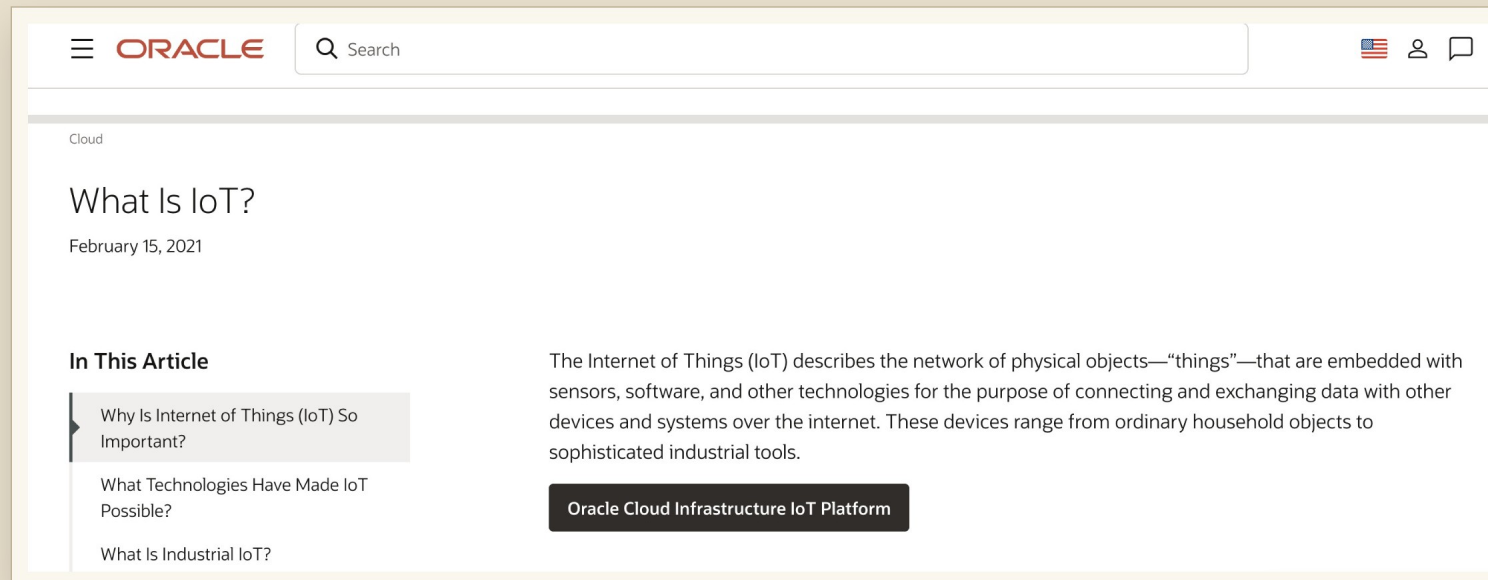


Fig. 04a — Oracle’s “What Is IoT?” explainer, an example of search-led content for an enterprise client.

CLIENT

Oracle, among Fortune 500
enterprise accounts

THE WORK

Keyword research, competitive analysis,
and content mapping, measured in Google
Analytics and SEMrush.

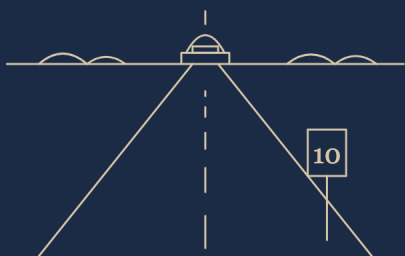


Fig. 05 — Ten miles through the capital

DELIVERABLES

Sponsorship packages · Event previews · Athlete features ·
Press materials · Social coverage

THE STAKEHOLDERS

*Sponsors, vendors, athletes, press, and
military leadership*

One race, many partners, one coordinated message.

NO. 05 · 2017 — 2018 · WASHINGTON, D.C.

Marketing Coordinator

U.S. Army Ten-Miler

10 mi

one of the largest U.S.
ten-mile races

Partner

sponsorship communications
and recognition

Press

media relations, interviews,
ceremonies

- | | |
|---|--|
| I. Ran sponsorship communications, media relations, and event promotion for one of the largest U.S. ten-mile races. | II. Supported sponsorship outreach, sponsorship packages, and partner recognition. |
| III. Coordinated deliverables and logistics with sponsors, vendors, and military leadership. | IV. Created event previews and athlete features for the race's audiences. |
| V. Produced social media coverage of the event. | VI. Supported media inquiries, press materials, interviews, and event ceremonies. |

On race day



Fig. 05a — Runners leave the start line in Washington, D.C.



Fig. 05b — A Continental color guard at the start line.

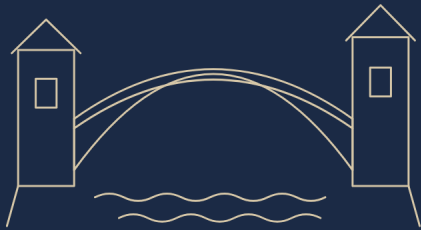


Fig. 06 — Stari Most, Mostar

PLATFORMS & PARTNERS

Facebook · Instagram · X · Threads · Kelme USA · TRT World

IN THE PRESS

“Sarajevo lived through the longest siege of any capital in modern history.”

Quoted as founder in [TRT World, November 2025](#).

NO. 06 · 2014 — PRESENT · REMOTE

Founder & Editor

BosnianHistory.com

200K+

followers built with no paid promotion

4

platforms: Facebook, Instagram, X, Threads

12

years of independent publishing

- | | |
|--|--|
| I. Built the platform to 200,000+ followers with no paid promotion, through original storytelling. | II. Developed a recognizable editorial voice linking history with culture, identity, sport, and public debate. |
| III. Earned amplification from diplomats, athletes, and public figures. | IV. Developed brand partnerships, including Kelme USA, and created sponsorship offerings. |
| V. Provide on-air and print commentary on history and memory, including for TRT World. | VI. Researched and published long-form stories, including “The Power of the Sarajevo Haggadah.” |

On X



Fig. 06a — Marking the anniversary of the 1984 Winter Olympics in Sarajevo. February 2026.



Fig. 06b — An archival photograph from the siege of Sarajevo, September 1992. December 2025.

THE SIEGE POST

1M views
16K likes · 1.7K reposts
2.7K bookmarks

THE SARAJEVO '84 POST

586K views
8.9K likes · 1.3K reposts
1.4K bookmarks

THE PLATFORM

200,000+ followers across Facebook, Instagram, X, and Threads, with no paid promotion

Writing and press



Fig. 06c — “The Power of the Sarajevo Haggadah,” a long-form essay on BosnianHistory.com. July 2019.



Fig. 06d — Sarajevo Times interview on BosnianHistory.com and its mission to share Bosnia’s culture and past. November 2020.

Education, languages, and contact

International Relations, MA

University of Connecticut · 2013 — 2015

Juris Doctor

Western New England University School of Law · 2010 — 2013

History, BA

University of Connecticut · 2006 — 2010

English and Bosnian

Fluent in speaking, reading, and writing

Hartford, CT

hasicalbinko@gmail.com

860-389-3673

[linkedin.com/in/albinko-hasic](https://www.linkedin.com/in/albinko-hasic)