

Basil C. Puglisi, M.P.A.

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Professional Summary

Content & AI Strategist with 15+ years of experience in SEO, social media & workflow optimization. Publisher of 900+ blogs, creator of the Factics methodology (Facts + Tactics + KPIs) & consultant for B2B, B2C & event audiences. Proven ability to deliver measurable growth through data-driven strategies. Trusted for reliability, clarity & leadership under pressure through parallel service as a Police Officer & Firefighter with the Port Authority, where I was tasked with data analysis, FAA presentations & development of training materials, in addition to crisis management, emergency response experience & advanced training.

Core Competencies

Content Strategy • SEO Optimization • AI Workflows • Social Media Strategy • Data-Driven Decision Making • Brand Voice Development • Communication & Liaison • Crisis Management • Public Speaking & Event Speaking (SXSW, Social Media Week NYC, NYXPO) • Media Recognition (Newsday, Social Media Today, Social Media Monthly) • Investigations & Reporting • Risk Assessment • Training & Instruction • Emergency Response

Professional Experience

Publisher & AI Content Strategist | BasilPuglisi.com | 2009–Present

- Published 900+ blogs blending original content & AI-driven workflows.
- Created Factics methodology (Facts + Tactics + KPIs) applied to SEO & social ecosystems.
- Integrated AI into editorial & workflow design to improve publishing speed & consistency.
- Recognized in Newsday, Social Media Today & Social Media Monthly as a thought leader.
- Speaker at SXSW, Social Media Week NYC & NYXPO Javits.

Client Strategy & Execution Consultant | Puglisi Consulting Group | 2010–Present

- Partner with executives, nonprofits & event organizers to design & deliver end-to-end digital strategies.
- Lead multi-channel campaigns integrating content, social, SEO & AI workflows into measurable growth plans.
- Secured & managed national brands for expos with brands including Huggies, Mead Johnson & Babies “R” Us.
- Built reporting frameworks that tracked KPIs & translated analytics into actionable insights.
- Provided executive coaching & training on digital adoption for sustainable client success.

Police Officer & Firefighter | Port Authority | 2014–Present

- Protect airports, bridges, tunnels, seaports, bus terminals & WTC; respond to aviation, medical & crisis events.
- Selected for specialty assignments including FAA drone investigations presentation, compliance tracking systems & department-wide Memo Book insert.
- Served on U.S. Secret Service & Papal details; liaison at Elmhurst Hospital during COVID-19; deployed in NYC protest & riot response.
- Specialized training includes Active Shooter certification (annual since 2014), Aircraft Rescue Firefighting, FAA Restricted Vehicle Ops, ICS, CBRN readiness & DARPA-certified radiation detection.
- Awards: Twice Honored, Excellent Police Duty Bar (Service), Firearms Proficiency Bar (expert marksmanship).

Community Development Coordinator (Events & Advertising) | Patch.com (AOL) | 2009–2010

- Helped launch Patch.com on Long Island with multiple Chambers of Commerce.
- Produced local content & video to boost community engagement, launched Social Media for Patch Advertising.

Education

Master of Public Administration – Michigan State University, BA, Criminal Justice & Sociology – SUNY Albany
Doctoral Studies (Incomplete), Adult Learning – Walden University, AI Certificates - University of Helsinki