



JENNIFER GIOIA

COMMUNICATIONS
SPECIALIST

PROFESSIONAL SUMMARY

I am eager to continue my career trajectory by telling organizations' stories through the art and science of public relations. I have more than eight years of experience in nonprofit, education, medical, publishing and consulting industries but am very open to new opportunities.

CONTACT INFORMATION

Mobile: (984) 227-1022
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Location: Raleigh, N.C.

AFFILIATIONS

- PRSA, Raleigh-Durham (N.C.) Chapter, Sept. 2016 - present
- PRSA, New York State Captiol Region Chapter, Jan. - Dec. 2016

VOLUNTEER SERVICE

- North Carolina Democratic Party Phone Bank, Oct. 2020
- 2020 PRSA Mercury Awards Judge, Oct. 2020
- Marbles Kids Museum, Feb. 2020
- Second Chance Pet Adoptions, Sept. 2016 - 2018

CAREER SUMMARY

Public Relations Communications Manager

Child Care Services Association | Nov. 2018 - present

- Advance a positive image and increase visibility of CCSA's internal and external relations, its programs and child care issues through public and media relations and marketing activities
- Provide leadership and oversight of the communications functions, and work collaboratively with the Fund Development Manager on materials, production and website maintenance

Proprietor, Editorial Freelancer

jgfairytales Editorial Freelance Services | July 2016 - present

- Extensive developmental editing, critiquing and proofreading services of fiction manuscripts one phase away from publication

Senior Account Executive, Executive Board Secretary

Cardinal PR | May - Dec. 2015

- Client liaison; delegated to the firm of 16 junior account executives with fellow executive board
- Researched and prepared communications plans for 2015-16 client to rebrand and increase enrollment. Proposed plan was approved

Planning Committee Member

Shine On! | Aug. 2014 - Dec. 2015

- Planned and implemented the first workshop series, generated a larger inquiry of potential mentors for annual recruitment and annual overnight conference with more than 500 attendees
- Liaison for many of Shine On!'s clients and sponsors
- Wrote and edited grants, sponsorship kits, news and feature releases
- Managed social media posts and following

ACADEMIC EDUCATION

Kent State University

Master of Arts in Public Relations, 2018

- School of Journalism and Mass Communication with a concentration in Public Relations
- All courses certified by PRSA
- 3.85 GPA

State University of New York College at Plattsburgh

Bachelor of Arts in Public Relations, 2015

- With minors in English and Journalism
- Spring 2013 and Fall 2015 Dean's List
- 3.15 GPA

SKILLS & ABILITIES:

- Strategic communications
- Digital communications
- Crisis communications
- Internal communications
- Brand awareness
- Media relations
- Social media strategy
- Strategic technical/creative writing
- Copy editing
- Event planning