



# JENNIFER GIOIA (she/her/hers)

COMMUNICATIONS  
SPECIALIST

## ABOUT JENNIFER

I am passionate about storytelling through the art and science of public relations and am looking to continue sharing the great stories of individuals and organizations. I have more than eight years of experience in nonprofit, education, medical, publishing and consulting industries and am very open to new opportunities in the Triangle area of North Carolina. In my free time, I enjoy walking with my rescue dog, Oliver, and writing fiction.

## CONTACT INFORMATION

**Mobile:** (984) 227-1022  
**Email:** jenniferlaurengioia@gmail.com  
**Website:** www.jennifergioia.com  
**Location:** Raleigh, N.C.

## AFFILIATIONS

- Public Relations Society of America (PRSA), Raleigh-Durham (N.C.) Chapter Sept. 2016 - present
- Editorial Freelancers Association April 2017 - present
- Public Relations Society of America (PRSA), New York State Captiol Region Chapter Jan. - Dec. 2016

## CAREER SUMMARY

### Public Relations Communications Manager

*Child Care Services Association | Nov. 2018 - present*

- Strategize organizational communications goals, build external awareness, develop organization websites and rework organizational messaging for internal and external audiences to position the organization as an industry thought leader
- Restructure organization's internal and external communications, including crisis preparation and social media use policies and procedures
- Provide leadership and oversight of organization-wide communications functions and program-specific communications functions
- Supervise and mentor the development communications associate and communications intern each academic semester
- Collaborate with the fund development manager on fundraising strategy

### Proprietor, Editorial Freelancer

*jgfairytales Editorial Freelance Services | July 2016 - present*

- Deliver extensive developmental editing, critiquing and proofreading services of fiction manuscripts for emerging and self-publishing authors

### Project Manager, Executive Assistant to CEO

*Carolina Ear & Hearing Clinic | Feb. 2017 - Oct. 2018*

- Managed local, regional, national and international program development and continued medical education activities, included coordinating venue and catering contracts, brochure development and marketing, guest speaker engagement, registration and evaluation
- Assisted in day-of set-up and logistics of the organization's nonprofit annual day of camp for hard of hearing children
- Supervised administrative staff and managed daily operations when CFO was unavailable

### Freelance Public Relations and Social Media Consultant

*Freelance | Jan. - April 2016*

- Short-term contracted project tasked with creating action plan to produce client's desired increase in social media following, including coordinating social media posts and proposing potential promotional and fundraising events

### 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



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## COMMUNICATIONS SPECIALIST

### 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
- Adobe Suite, Canva
- WordPress, Wix, Weebly, Blogspot
- Hootsuite Certified
- Issuu, Trello
- iContact, EmailOctopus, MailChimp
- Detail-oriented
- Organized
- Team player
- Problem solver
- Creative, out-of-the-box thinker

### VOLUNTEER SERVICE

- Public Relations Society of America (PRSA), Raleigh-Durham (N.C.) Chapter, Communications Committee Volunteer  
July 2021 - present
- North Carolina Democratic Party Phone Bank Volunteer  
Oct. 2020
- 2020 PRSA Mercury Awards Judge  
Oct. 2020
- Marbles Kids Museum Volunteer  
Feb. 2020
- Second Chance Pet Adoptions  
Sept. 2016 - 2018

## CAREER SUMMARY

### Public Relations Course Campaign Leader, Member Intern

*Ted K. Center | Aug. 2014 - May 2015*

- Led research and planning phase of client's public relations campaign with goal to raise client awareness and \$15,000 during fall academic semester, included delegating tasks to a team of eight members and being liaison between the team and client
- Implemented campaign as a team member during the spring academic semester, included securing sponsorship, presenting roadshow to solicit donations, organizing media conference and receiving 10 local and regional media hits
- Evaluated campaign, included submitting Letter to the Editor of the regional newspaper thanking the community and tracking total money raised to \$16,000

### Editorial Assistant Supervisor, Administrative Assistant

*Saranac Review | Jan. 2012 - May 2015*

- Supervised editorial assistants, also known as student interns, each academic semester, including managing interns' social media and blog posts; supervised 40 interns
- Assisted in planning and managing annual launch events, including rebranded sponsorship kit and increased sponsorships
- Assisted in the evolution of a new brand image, a new website and transition to digital submissions
- Created and maintained positive relationships with other literary magazines for advertisement exchanges
- Interviewed potential employees and interns; was responsible for training new employees and interns

### Marketing, Sales, Customer Service and Clinical Research Coordinator Intern

*Harvest Technologies | June - Aug. 2014*

- Contacted more than 600 private practice accounts about products and updating Salesforce.com customer account contact information
- Created a patient brochure for a product
- Balanced calls ranging from directing customers to the right employee to helping customers place orders
- Created and organized a library database of more than 500 references

## 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
- Public Relations Student Society of America (PRSSA) member, 2014-2015
- Spring 2013 and Fall 2015 Dean's List
- 3.15 GPA