

STEPHANIE JIMENEZ

10 YEARS OF COMMUNICATIONS, BRANDING, AND EDITORIAL STRATEGY

BOARD MEMBERSHIPS

Carolina Abortion Fund (CAF)

Contribute to a working board to uplift the work of CAF through campaign and fundraising management, strategic planning, and offering concrete support to CAF's volunteer base

PUBLICATIONS

They Could Have Named Her Anything, Little A Books August 1, 2019

Working with Sterling Lord Literistic agency, I sold my agented manuscript to an editorial team at Little A Books, leading to the publication of my debut novel in all formats, including hardcover, paperback, and audiobook

AWARDS

Alumni TIES Conference, Minneapolis March 2022

Invited by the U.S. Department of State to present to conference attendees on the role that storytelling plays in transforming American history, culture, and heritage

Fulbright Scholarship, Colombia July 2012 – May 2013

Awarded Fulbright scholarship to teach English at la Universidad de Medellín

EDUCATION

Scripps College

Bachelor of Arts in political science with concentration in Education

CONTACT

Email
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To view my portfolio, please visit
stephaniejimenezstrategist.com.

More samples available upon request.

PROFILE

Developing effective comms strategies to advance progressive issues is my passion. I'm an adept digital communications strategist and big-picture thinker with experience leading teams, managing budgets, and executing strategy.

WORK EXPERIENCE

Deputy Editorial Director Senior Writer

Jan. 2023 - present
May 2022 - Dec. 2022

Reproductive Freedom for All (formerly NARAL Pro-Choice America)

Based in DC and over fifty years old, Reproductive Freedom for All leads the electoral fight for abortion rights, access to birth control, parental leave policies, and pregnancy protections

- Develop highly effective communications and editorial strategies, with emphasis on social media strategy, brand development, and creative art direction
- Manage the editorial team, consisting of 4-6 staff and agency writers, graphic designers, and social media strategists
- Lead editorial strategy, including talking points, op-eds, quotes, speeches and remarks for CEO, memos for internal and external distribution, and more
- Work with various partners, including the 2024 presidential campaign to plan events and content creator strategy
- Launch and manage content creator program, managing budget and creating co-branded campaigns designed to hit organization's strategic goals
- Maintain organizational style guide, review cross-departmental materials ahead of publication, and train internal staff and external partners on organizational messaging and best communications practices

Acting Communications Director Senior Communications Manager

Jan. 2022 - Mar. 2022
Aug. 2019 - Dec. 2021

NYC Office of Community Mental Health

- Managed communications strategy for over 20+ public health programs designed to advance mental health and wellbeing in NYC
- Served as editor and writer of public reports documenting programmatic impact
- Launched the Office's website in 2019, designing new web templates, writing SEO, working collaboratively with Programs team
- Launched social media accounts, including content creation and strategy, paid ads, and growing and managing our audiences
- Supervised graphic designer and shaped creative art direction

Media Relations Manager

June 2018 - Aug. 2019
Rewire News Group

- Led publicity strategy for news outlet dedicated to reproductive health, prepping reporters as spokespeople and developing partnerships with newsrooms

Writer

Sept. 2017 - May 2018
City University of New York (John Jay College)

- Led editorial strategy, managing editorial calendar and serving as lead on content creation for print and digital publications

Writer

May 2016 - Sept. 2017
Planned Parenthood of New York City

- Wrote and edited products, including press releases, statements, media advisories, letters-to-the-editor, blog posts, social media content, and op-eds

Associate Publicist Publicity Assistant

Jan. 2015 - May 2016

Penguin Random House (Riverhead Books)

- Led publicity campaigns for authors, including daily outreach to media, scheduling national tours, and creating press materials, social media posts, and innovative campaigns to attract new readers and boost book sales