

NARRATIVE

Results-oriented communications professional with extensive expertise in media relations, crisis response, and executive messaging. Proven ability to lead high-profile campaigns, manage cross-functional teams, and advise senior leaders across diverse industries. Bilingual in Spanish, skilled at translating complex issues into compelling content that drives engagement and enhances reputation. Experienced in crafting narratives that resonate deeply with audiences, with a keen understanding of the evolving media landscape and the strategic role of publicity in elevating visibility.

SKILLS

- ◆ Media Relations and Strategic Storytelling
- ◆ Messaging Development and Speechwriting
- ◆ Internal and External Communications Strategy
- ◆ Executive Communications and Stakeholder Engagement
- ◆ Crisis Communications and Reputation Management
- ◆ Digital and Social Media Amplification

EXPERIENCE

Communications & Media Relations Manager

August 2022 – Present

PCTI

- ◆ **Communications Strategy Development:** Develop and execute communications strategies for both internal and external audiences, enhancing the organization's image and ensuring messaging aligns with goals. Coordinate a comprehensive media strategy, leveraging digital platforms to extend campaign reach and engagement
- ◆ **Executive Collaboration:** Work closely with C-level executives on messaging, speeches, talking points, and public appearances, ensuring consistent branding across all communications.
- ◆ **Brand Partnerships & Strategic Collaborations:** Manage high-impact campaigns in partnership with industry leaders such as the New York Giants and Ford Motor Company, developing initiatives that amplify brand visibility, engage diverse audiences, and generate earned media coverage.
- ◆ **Integrated Content Leadership:** Lead a six-person team in producing informational videos and webisodes. Direct the production and distribution of diverse marketing materials, including printed materials, promotional items, and brand-aligned campaigns to support institutional objectives and community engagement. Author newsletters and event communications and created a social media guideline manual to oversee 50+ accounts, ensuring a cohesive narrative across all channels.
- ◆ **Media Relations:** Serve as primary media contact, managing inquiries, stakeholder interviews, and press kits while pitching stories to obtain earned media coverage in targeted outlets, elevating visibility and reputation.
- ◆ **Project & Campaign Management:** Direct cross-departmental initiatives—managing timelines and stakeholder communications to deliver high-impact events and campaigns on schedule and within budget.
- ◆ **Crisis Communications:** Developed a comprehensive crisis communications plan, maintaining rapid response protocols, media templates, and real-time monitoring to safeguard reputation during urgent situations.
- ◆ **Internal Development and Management:** Develop and manage internal communications initiatives, such presentations and internal events to enhance engagement. Create and maintain website content to ensure consistent messaging.

Strategic Communications and Outreach Consultant

January 2018 – November 2024

JD Media Strategies – Freelance

- ◆ **Executive & Brand Messaging:** Provided strategic counsel on executive visibility, media positioning, and reputation management for nonprofits, campaigns, and public affairs initiatives.
- ◆ **Campaign Strategy & Consulting:** Developed and executed communication strategies to drive engagement, elevate organizational profiles, and support key stakeholder outreach across diverse sectors.
- ◆ **Content Leadership & Event Execution:** Led message development and managed teams in planning and executing major events, ensuring alignment with strategic objectives and audience impact.

Head of Communications – Public Information Officer

May 2019 – July 2021

City of Paterson, Office of the Mayor

- ◆ **Media Relations:** Secured earned media coverage in major local, national, and international outlets, including CNN and The New York Times, serving as primary media contact for the third-largest city in New Jersey, managing inquiries, interviews, and press releases to ensure accurate and relevant messaging. Organized press conferences, coordinated high-profile press visits, video shoots and photo shoots to amplify media exposure and engagement.

- ♦ **Executive Communications:** Developed unified messaging strategies for C-level executives and public figures, including government officials, athletes, and celebrities.
- ♦ **Crisis Management:** Led crisis communications as well as the Office of Emergency Management, formulating and executing a comprehensive plan to deliver clear and effective.
- ♦ **Campaign Management & Strategic Outreach:** Led high-impact public campaigns including the 2020 Census, resulting in a 9% increase in participation, as well as initiatives such as Sustainable NJ and Guaranteed Income. Managed cross-sector execution in partnership with internal departments, nonprofit organizations, and national partners like the Red Cross to deliver strategic messaging, deepen community engagement, and drive measurable public impact.
- ♦ **Content Creation and Storytelling:** Produced a community focused television program, high impact commercials, and digital advertisements featuring local and notable figures to boost public engagement and promote city initiatives.
- ♦ **Project Management** – Led cross-functional projects in collaboration with partners, including Major League Baseball (MLB) and ESPN. Oversaw timelines, multi-tiered budgets, and stakeholder communications while managing high-profile events to ensure strategic alignment, brand visibility, and timely execution.
- ♦ **Engagement Metrics:** Optimized budget allocations to maximize reach through targeted online platforms and multimedia channels, driving a 25% engagement increase and 15% public participation growth within six months.
- ♦ **Team Leadership:** Led a three-person communications team, overseeing content development and project execution to align with strategic goals.
- ♦ **Stakeholder Collaboration:** Partnered with government departments, nonprofits, and organizations such as Bloomberg Philanthropies on joint initiatives.
- ♦ **Social Media Strategy:** Managed the city's social media presence (Facebook, YouTube, Twitter, Instagram), increasing engagement and visibility through targeted campaigns and partnerships.

Public Affairs Specialist

October 2018 – May 2019

Division of Public Affairs, State of New Jersey

- ♦ **Strategy Development:** Researched and designed outreach plans and strategies for the New Jersey's Get Covered NJ public awareness campaign, focused on promoting equitable access to health coverage.
- ♦ **Content Editing and Preparation:** Proofread and edited materials, reports, and presentations, developed compelling talking points for speaker presentation and public events. collaborating with leaders across the organizations to ensure cohesive and aligned messaging across all departments.
- ♦ **Community Outreach and Event Planning:** Coordinated community outreach initiatives and event planning to promote state-led initiatives, ensuring high levels of public engagement and participation.

ADDITIONAL EXPERIENCE

Bilingual Communications Coordinator, County of Passaic, NJ |

July 2013 – October 2018

Provided translation and interpretation services, coordinated press-release development, and facilitated media outreach to ensure accurate, accessible communications for English- and Spanish-speaking audiences.

CERTIFICATES

- ♦ Spanish Bilingual Certified – *State of New Jersey*
- ♦ Strategic Communications for the Public Leader – *Rutgers University, New Jersey*

EDUCATION

- ♦ **Rutgers University** – New Brunswick, New Jersey
Master of Communication and Media Studies
- ♦ **Montclair State University** – Upper Montclair, New Jersey
Bachelor of Arts in Political Science