



JENNIFER GIOIA ROWLAND

(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 nine 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

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Location: Clayton, 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

Senior Communications Advisor

Blue Cross and Blue Shield of North Carolina | April 2022 - present

- Strategize, execute and evaluate internal and external communications and engagement activities aligned with corporate and divisional goals
- Provide strategic communications counsel to senior leaders and for various projects, initiatives, and employee engagement
- Work collaboratively with other communications areas to ensure a consistent approach to corporate communication needs

Public Relations Communications Manager

Child Care Services Association | Nov. 2018 - April 2022

- Strategized organizational communications goals, built external awareness, developed and maintained multiple organization websites and reworked organizational messaging through a DEI lens for internal and external audiences to position the organization as an industry thought leader
- Restructured organization's internal and external communications, including crisis preparation and social media use policies and procedures
- Provided leadership and oversight of organization-wide communications functions and program-specific communications functions
- Supervised, mentored and trained the development communications associate and a total of seven communications interns
- Collaborated with the fund development manager on fundraising strategy

Proprietor, Editorial Freelancer

jgfairytales Editorial Freelance Services | July 2016 - present

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

Project Manager, Executive Assistant to CEO

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

- Developed local, regional, national and international seminars and continued medical education activities, included contracts, brochure development and marketing, 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 clinic 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



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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

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: took attendance; logged hours
- 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 managed the first set of parent workshop series, generated a larger inquiry of potential mentors for our annual recruitment and the annual overnight conference with more than 500 attendees
- Liaison for clients and presented roadshow to potential sponsors
- Managed social media posts and following
- Wrote and edited grants, sponsorship kits, news and feature releases
- Spoke and interviewed with university media for event coverage

Public Relations Course Campaign Leader, Member Intern

Ted K. Center | Aug. 2014 - May 2015

- Nominated as Team Leader Fall 2014 semester: Communicated with the client, researched the nonprofit youth center industry, tracked team's attendance and logged hours; planned and delegated campaign, key messages, Q&A session, timeline and budget
- Team Member Spring 2015 semester: Implemented campaign plan and evaluation; created promotional material; liaison for sponsors; presented roadshow to garner donations; drafted and edited press releases and submitted a Letter to the Editor to the local newspaper

Marketing, Sales, Customer Service and Clinical Research Coordinator Intern

Harvest Technologies | June - Aug. 2014

- Conducted outreach campaign of more than 600 accounts to gauge customer satisfaction and updating Salesforce.com information
- 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