



# JENNIFER GIOIA ROWLAND

(she/her/hers)

COMMUNICATIONS  
SPECIALIST

## ABOUT JENNIFER

I am a passionate storyteller operating at the intersection of strategic messaging and narrative integrity. With more than a decade of experience, I have found that whether I am navigating corporate health care initiatives or polishing a novel, the mission remains the same: telling impactful stories that make a difference. I am committed to the evolving landscape of strategic communications and continue to create work that truly matters.

## CONTACT INFORMATION

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**Location:** Clayton, NC

## AFFILIATIONS

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

## CAREER SUMMARY

### Senior Communications Advisor

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

- Provide high-level communications counsel to senior leadership on sensitive matters, organizational positioning, and enterprise-wide engagement strategies.
- Strategize and execute complex, data-driven communications for diverse audiences, including media, healthcare providers, pharmacies, and internal employees.
- Lead collaborative efforts with subject matter experts to develop unified, measurable messaging that aligns with corporate goals and protects organizational reputation.

### Owner & Founder, Editorial Freelancer

*jgfairytales Editorial Freelance Services | July 2016 - present*

- Provide substantive editing and manuscript critiques for international fiction and poetry authors, successfully guiding five writers to professional publication and mentoring 36+ emerging authors.

### Public Relations Communications Manager

*Child Care Services Association | Nov. 2018 - April 2022*

- Directed organization-wide communications and reworked messaging through a DEI lens, establishing the agency's first comprehensive style guide and social media policies.
- Led the launch of two new websites and chaired a cross-divisional social media committee to unify digital strategy and corporate identity.
- Authored the organization's robust crisis communications plan and executed the marketing strategy for the 2020 COVID-19 Relief Fund to secure critical emergency funding.
- Supervised a communications associate and seven interns while managing high-profile advocacy events, including a 45th-anniversary gala and various awards ceremonies.

### Project Manager, Executive Assistant to CEO

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

- Managed high-level administrative operations and project lifecycles for clinical research and medical education, including the end-to-end coordination of national and international programs.
- Directed on-site clinical research activities, including IRB protocol coordination and high-accuracy data management, while providing expert editorial support for industry-related publications.
- Supervised clinical administrative staff to ensure seamless daily operations and maintained strict adherence to CME accreditation and GCP standards.

### Executive Board Secretary & Senior Account Executive

*Cardinal PR | May - Dec. 2015*

- Appointed to the Executive Board of a student-led firm to manage organizational operations, internal reporting, and performance tracking for a team of 16 junior account executives.
- Directed the research and development of a comprehensive rebranding and enrollment growth campaign for CV-TEC, ensuring strategic alignment and project delivery.



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## SKILLS & ABILITIES

- Strategic communications
- Digital communications
- Crisis communications
- Internal communications
- Brand awareness and voice development
- Media relations
- Social media strategy
- Technical and creative writing
- Substantive and copy editing
- Event planning
- Stakeholder and executive counsel
- AP, CMOS, and AMA style proficiency
- Adobe Suite and Canva
- WordPress, Wix, Weebly and Blogspot
- Hootsuite and Sprout Social
- Issuu, Trello, and Submittable
- iContact, EmailOctopus, and MailChimp
- Detail-oriented and organized
- Collaboration and team player
- Creative problem solving

## VOLUNTEER SERVICE

- Blue Cross NC Corporate Social Responsibility Volunteer | 2024-present
- Public Relations Society of America (PRSA), North Carolina Chapter, Communications Committee Member | July 2021 - Dec. 2023
- North Carolina Democratic Party Phone Bank Volunteer | Oct. 2020
- PRSA Mercury Awards Judge | Oct. 2020
- Marbles Kids Museum | Feb. 2020
- Second Chance Pet Adoptions | Sept. 2016 - 2018

## CAREER SUMMARY

### Planning Committee Member

*Shine On!* | Aug. 2014 - Dec. 2015

- Coordinated large-scale educational initiatives, including an annual conference for 500+ attendees and the successful launch of a community parent workshop series.
- Served as a media spokesperson and authored comprehensive press releases, feature stories, and sponsorship kits to drive event coverage and secure program funding.
- Managed cross-platform social media engagement and developed strategic marketing initiatives that significantly increased mentor recruitment and community growth.

### Public Relations Course Campaign Leader & Member

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

- Nominated as Team Leader to direct the research, budgeting, and messaging framework for a year-long public relations campaign and \$15,000 fundraising initiative.
- Exceeded targets by securing over \$16,000 in combined donations and supplies through corporate marketing roadshows, media advocacy, and community outreach.

### Editorial Assistant Supervisor and Administrative Assistant

*Saranac Review* | Jan. 2012 - May 2015

- Recruited, trained, and supervised 40 editorial interns over multiple semesters, overseeing digital content quality, social media strategy, and staff performance.
- Directed the transition to a fully digital workflow by implementing Submittable for manuscript management and leading a comprehensive website launch and brand refresh.
- Established advertisement exchange partnerships and redesigned sponsorship kits to increase funding and enhance the journal's professional presence.
- Managed the end-to-end manuscript distribution and indexing process while coordinating high-profile annual journal launch events.

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

*Harvest Technologies* | June - Aug. 2014

- Supported marketing, sales, and clinical research by managing high volume client outreach to 600+ accounts and tracking leads via Salesforce to optimize technical support.
- Developed a comprehensive database of 500+ clinical references and created patient-facing educational collateral and modernized corporate presentations for field use.

## ACADEMIC EDUCATION

### Kent State University

*Master of Arts in Public Relations, 2018*

### State University of New York College at Plattsburgh

*Bachelor of Arts in Public Relations, 2015*