



JENNIFER GIOIA ROWLAND

(she/her/hers)

COMMUNICATIONS SPECIALIST

ABOUT JENNIFER

I am a passionate storyteller bridging 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: Raleigh, NC, area

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

Owner & Founder, Editorial Freelancer

jgfaairytales Editorial Freelance Services | July 2016 - present

- Provide substantive editing and manuscript critiques for international fiction and poetry authors; successfully guided five to professional publication and mentored 40+ emerging authors.

Senior Communications Advisor

Blue Cross and Blue Shield of North Carolina | April 2022 - Sept. 2026

- Provided high-level communications counsel to senior leadership on sensitive matters, organizational positioning, and enterprise-wide engagement strategies.
- Strategized and executed 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 aligned with corporate goals and protected organizational reputation.

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, MailChimp, Stensul, and Salesforce Marketing Cloud
- Detail-oriented and organized
- Collaboration and team player
- Creative problem solving

VOLUNTEER SERVICE

- Blue Cross NC Corporate Social Responsibility Volunteer | 2024-2026
- 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