Jennifer Gioia Rowland
SENIOR COMMUNICATIONS ADVISOR

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Professional Summary

Strategic Senior Communications Advisor with extensive experience in corporate communications, public relations, and editorial management. Proven partner to executives and purpose-driven organizations in managing high-stakes issues, protecting institutional reputation, and translating complex technical data into clear, compelling narratives. Skilled in applying rigorous editorial standards, enterprise messaging, and digital platform management to amplify public visibility, foster stakeholder and community engagement, and drive impactful outcomes supporting meaningful organizational goals.

Areas of Expertise

- Strategic Communications & Messaging
- Reputation & Crisis Management
- Cross-Functional Business Partnering
- Public Relations & Stakeholder Engagement
- Communications Planning & Strategy
- Editorial Leadership & Content Governance

Professional Experience

jgfairytales Editorial Freelance Services, Jul 2016
Owner and Founder, Editorial Freelancer
Established an independent, part-time editorial practice specializing in substantive editing, copyediting, manuscript critiques, and proofreading for international fiction and poetry authors. Guided five authors to professional publication and mentored more than 40 emerging writers, providing rigorous editorial governance and developmental guidance.

Blue Cross and Blue Shield of North Carolina, Apr 2022 to Sept 2026
Senior Communications Advisor
Served as a trusted advisor to senior leadership, providing strategic counsel on sensitive organizational issues and engagement initiatives. Partnered across business units to translate complex technical data into accessible, compelling narratives and actionable guidance for diverse audiences, enhancing enterprise positioning. Developed and executed high-stakes messaging to safeguard brand reputation and guide stakeholders through critical program launches and operational shifts.

Child Care Services Association, Nov 2018 to Apr 2022
Public Relations Communications Manager
Directed organization-wide communications through a DEI lens, establishing the company's first enterprise brand style guide and formal social media policies. Authored and implemented a robust crisis communications playbook and led the marketing strategy for the 2020 COVID-19 Relief Fund to secure critical emergency funding. Orchestrated the end-to-end launch of two organizational websites and directed high-profile public advocacy and fundraising events, including managing logistics for a 45th-anniversary gala.

Carolina Ear & Hearing Clinic, Carolina Ear Research Institute, Feb 2017 to Oct 2018
Project Manager, Executive Assistant to CEO
Directed high-level administrative operations and end-to-end project lifecycles for clinical research and medical education programs. Coordinated institutional review board (IRB) protocols and provided technical editorial support for otolaryngology and neurology publications while maintaining strict compliance with CME and GCP standards.

Professional Experience

Cardinal PR, May 2015 to Dec 2015
Executive Board Secretary, Senior Account Executive
Directed operations, internal reporting, and performance tracking for a 16-person student-run public relations account team. Led market research, messaging strategy, and campaign development for a comprehensive client rebranding and enrollment-growth initiative.

Shine On!, Aug 2014 to Dec 2015
Planning Committee Member
Coordinated large-scale educational initiatives, including an annual conference with 500+ attendees and a parent workshop series. Served as media spokesperson, authored press materials, and executed social media and marketing campaigns that increased mentor recruitment and community engagement.

Ted K. Center, Aug 2014 to May 2015
Public Relations Course Campaign Leader & Member
Directed research, budgeting, and messaging strategy for a year-long academic public relations campaign and fundraising initiative. Exceeded financial goals by securing over $16,000 in donations and supplies through corporate roadshows, media advocacy, and community outreach.

Saranac Review, Jan 2012 to May 2015
Editorial Assistant Supervisor and Administrative Assistant
Recruited and supervised 40 editorial interns, oversaw digital content quality, and led the transition to a digital submission workflow and brand refresh. Established advertising partnerships, managed journal distribution and indexing, and coordinated annual launch events.

Education

Kent State University, Jan 2017 to Dec 2018
Master of Arts in Public Relations

State University of New York College at Plattsburgh, Aug 2011 to Dec 2015
Bachelor of Arts in Public Relations

Volunteerism

- **Blue Cross NC Corporate Social Responsibility Volunteer, 2024 to 2026**
- **Public Relations Society of America, North Carolina Chapter, Communications Committee Member, Jul 2021 to Dec 2023**
- **North Carolina Democratic Party Phone Bank Volunteer, Oct 2020**
- **Public Relations Society of America Mercury Awards Judge, Oct 2020**
- **Marbles Kids Museum, Feb 2020**
- **Second Chance Pet Adoptions, 2016-2018**

Affiliations

- **Editorial Freelancers Association, Apr 2017**
- **Public Relations Society of America, Raleigh-Durham (North Carolina) Chapter, Sept 2016**
- **Public Relations Society of America, New York State Capital Region Chapter, Jan 2016 to Dec 2016**