

Jesse Danielle Gass, MPH

She, Her | Boston, MA | 917-855-6545 | jesse.danielle.gass@gmail.com
<https://jessedaniellegass.journoportfolio.com>

SUMMARY

With nearly 20 years in public health, I specialize in engaging, actionable health communication efforts. I bring expertise in strategic communication and social marketing, a strong track record in project management and product development, and a dedication to health equity. My core competencies include data-informed marketing strategy; writing, editing, and proofreading; and translating science into clear, concise content.

EXPERIENCE

Senior Marketing and Communications Manager

2020–present

Suicide Prevention Resource Center, University of Oklahoma

- Leads multi-channel marketing efforts to achieve consistently high performance on key indicators
- Serves as go-to expert on editorial style; supervises copyediting staff
- Guides strategic product planning efforts, including audience research

Senior Writer/Editor

2016–2020

Suicide Prevention Resource Center, Education Development Center

- Served as writer and managing editor for weekly newsletter with more than 15,000 subscribers
- Managed marketing efforts; supervised product marketing specialist
- Expanded social media presence; increased Twitter following 200%

Clinical Research Coordinator/Health Science Specialist

2014–2016

VA Boston Healthcare System

- Managed operations for clinical research activities in cardiology, oncology, and maternal health

Research Associate

2011–2014

New England Centenarian Studies, Boston University Medical Center

- Studied the genetic, environmental, medical, and neuropsychological factors associated with longevity

Research Fellow

2009

Department of Psychiatry, Stellenbosch University

- Studied intimate partner violence using data from the WHO World Mental Health Survey Initiative

Regional Coordinator, Sub-Saharan Africa/Latin America

2007–2008

International Programs Division, Population Council

- Coordinated operations for programs in reproductive health; HIV/AIDS; and poverty, gender, and youth

Assistant to the Vice President

2005–2006

International Programs Division, Population Council

- Supported division management; helped develop funding proposals

EDUCATION

MPH, Concentration in Global Mental Health

2010

Columbia University Mailman School of Public Health; New York, NY

- Allan Rosenfield Fellowship for Leadership in Public Health; 2008–2009, 2009–2010
- Leitner Family Fellowship for Research in Africa, 2009

BA, English Literature

2001

McGill University; Montreal, Canada

- Lionel Shapiro Award in Creative Writing, 2001
- Chester MacNaghten Prize in Poetry, 2001

SKILLS

Adobe Acrobat Pro, AirTable, Basecamp, Constant Contact, Drupal, Facebook, Google Analytics, Hootsuite, InDesign, Instagram, LinkedIn, Mailchimp, Microsoft Office, SharePoint, WordPress, X, YouTube

CERTIFICATIONS

Education Development Center Core Competencies for Supervisors, Implicit Bias Program; Project Management for Development Professionals (PMD Pro); Tufts University Plain Language for Health (PL4H)

PUBLICATIONS

Andersen, S. L., Sun, J. X., Sebastiani, P., Huntly, J., **Gass, J. D.**, Feldman, L., Bae, H., Christiansen, L., & Perls, T. T. (2012). Personality factors in the Long Life Family Study. *Journals of Gerontology, Series B: Psychological Sciences and Social Sciences*.

Gass, J.D., Stein, D.J., Williams, D.R., & Seedat, S. (2010). Intimate partner violence, health behaviours, and chronic physical illness among South African women. *South African Medical Journal, 100*(9), 582–585.

Gass, J.D., Stein, D.J., Williams, D.R., & Seedat, S. (2010). Gender differences in risk for intimate partner violence among South African adults. *Journal of Interpersonal Violence, 27*(2).

VOLUNTEER EXPERIENCE

Boston Marathon Team Member

2015

Samaritans of Boston

- Led a \$5,000 fundraising campaign and ran the marathon to support suicide prevention services

Intern, Child Psychiatric Epidemiology Group

2010

New York State Psychiatric Institute

- Conducted interviews and assessments for The Parental Experiences and Children's Wellbeing Study

Suicide Hotline Volunteer

2007–2008

Samaritans of New York

- Trained in a communications-oriented crisis intervention model and provided support to callers