

Jesse Danielle Gass, MPH

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SUMMARY

Health communications leader with extensive experience in public health, including more than a decade leading strategic marketing and communications. Expertise in social marketing, data-informed messaging strategy, and translating complex ideas into engaging, actionable content. Proven track record overseeing editorial standards, managing content production, leading high-performing teams, and driving cross-functional collaboration to achieve mission-driven goals.

EXPERIENCE

Senior Marketing and Communications Manager

Oct 2020 - Present

Suicide Prevention Resource Center (SPRC), University of Oklahoma

- Direct strategic marketing and outreach for annual grant deliverables; manage collaborations with federal funders
- Oversee multichannel marketing, including audience analysis, channel selection, and partner engagement
- Develop email content and marketing strategy generating average click rates 3x industry benchmarks
- Lead end-to-end production and publication of website, social media, print, multimedia, and newsletter content
- Set editorial standards and provide strategic direction on messaging best practices and brand guidelines
- Tripled the size of the marketing team; recruit, train, mentor, and supervise copyediting and marketing staff
- Served as lead editor on SPRC's successful \$10 million, five-year federal funding application in 2025

Senior Writer/Editor

May 2016 - Sept 2020

Suicide Prevention Resource Center (SPRC), Education Development Center

- Managed, wrote, and directed editorial strategy for a weekly newsletter reaching 15,000+ subscribers
- Created SPRC's first editorial style guide, advising on safe suicide prevention messaging and brand voice
- Led strategic marketing launches for high-performing products, serving as brand ambassador and partner liaison
- Expanded social media presence across multiple platforms, increasing followers by more than 200%

Clinical Research Coordinator/Health Science Specialist

Jun 2014 - May 2016

VA Boston Healthcare System

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

Research Associate

Mar 2011 - Jun 2014

New England Centenarian Studies, Boston University Medical Center

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

Research Fellow

Jun 2009 - Aug 2009

Department of Psychiatry, Stellenbosch University

- Published two peer-reviewed studies using data from the WHO World Mental Health Survey Initiative

Regional Coordinator, Sub-Saharan Africa/Latin America

Jan 2007 - Aug 2008

International Programs Division, Population Council

- Managed regional coordination for international programs in sexual and reproductive health

Assistant to the Vice President

May 2005 - Dec 2006

International Programs Division, Population Council

- Supported division management operations; contributed to funding proposals for global public health programs

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, Chester MacNaghten Prize in Poetry, 2001

SKILLS

Adobe Acrobat Pro, Airtable, Basecamp, Canva, 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