

Leiloni DeGruy

Communications Manager

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Los Angeles, CA

Digital content strategist, award-winning reporter, and USC Health Journalism Fellow with 10+ years of experience connecting communities with mission-driven brands. Empathy-driven writer and communications manager skilled in developing content from concept through execution. Proven ability to grow audiences, support fundraising goals, and lead equity-centered storytelling across platforms.

Key Skills

- Strategic Communications Planning
- Storytelling & Content Creation
- Digital & Social Media Management
- Equity-Focused Messaging & Inclusion
- Cross-Functional Collaboration
- Project & Editorial Management
- Performance Analysis & Optimization
- Fundraising & Campaign Support
- Canva Designs
- CMS (WordPress)
- AP Style
- Data Analytics

Relevant Work Experience

Communications Lead · Social Justice Learning Institute

April 2020 - Present

- Lead the development and daily operations of SJLI's first in-house Communications Department, transforming a previously intern-run function into a high-performing strategic unit.
- Align communications with development strategy to support organizational growth, contributing to the increase in SJLI's operating budget from \$1.8M to \$8M+.
- Manage and grow SJLI's digital presence, increasing Instagram following by 500%+ through values-driven content and authentic engagement.
- Work cross-functionally across three core divisions—Health Equity, Educational Equity, and Policy & Advocacy—to develop and support content for programs in both California and Texas.

Digital Content Specialist/Social Media Coordinator/Community Manager · Internet Brands

October 2017 - September 2019

November 2012 - February 2017

- Composed and created engaging, relevant digital content across websites, social media, and various platforms to drive consultations and audience action.
- Monitored and moderated online platforms to build brand loyalty, manage reputation, and foster a strong digital community.
- Crafted and executed content strategies aligned with short- and long-term marketing goals, using performance insights to refine approaches and strengthen brand impact.
- Developed editorial calendars for seven different networks, balancing tone with strategy.
- Collaborated cross-functionally with internal teams and creative vendors to ensure consistent brand execution and timely delivery of content across all channels.
- Oversaw website migrations from beginning to end, re-interpreting brand imaging and using SEO audits/data analyses to prioritize content placement and improve UX.

Marketing Copywriter (Contract) · Facet Interactive

February 2017 - October 2017

- Developed user-centric content, including blog posts, eBooks, landing pages, guides, service pages, case studies, checklists, and social media copy that attracts, converts, engages, and bridges the gap between businesses and their consumers.
- Wrote persuasive, SEO-optimized content that aligned with brand voices and buyer personas across the full marketing funnel.

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- Collaborated with client stakeholders to understand business goals and develop bold, creative, and personalized content strategies.
 - Managed tasks using project workflow tools (e.g., Jira) to ensure timely delivery of assets.

Reporter/Copy Editor/Assistant Website Content Manager · Los Angeles Wave Newspapers

January 2008 - November 2012

- Covered a wide range of topics—from education and healthcare to politics and entertainment—demonstrating versatility in writing for diverse audiences.
- Managed web content across multiple CMS platforms, including WordPress, Clickability, and NewsEditPro.
- Pitched and developed compelling story ideas, contributing to both weekly editorial planning and special projects.
- Effectively managed multiple coverage areas, engaging with people from diverse social, economic, and cultural backgrounds.

Education

Bachelor of Arts Degree

California State University, Long Beach

Connect With Me

[LinkedIn](#)

[Online Portfolio](#)

References & Letters of Recommendation

Available on request

Megan Hayward, National Director of Development, Social Justice Learning Institute

Rebekah Meola, Former Editor-in-Chief, Internet Brands