

Jenny Chang

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SUMMARY

Dynamic and results-driven Communications Specialist with 28 years of experience shaping nonprofit, progressive, and public awareness campaigns. A strategic leader in PR, media relations, and communications, with a proven ability to unite teams, manage complex projects, and deliver impactful messaging. Expertise in driving multimillion-dollar campaigns, boosting audience engagement, and securing top-tier media coverage. Adept at aligning communication strategies with organizational goals to maximize reach and influence. Passionate about crafting compelling narratives that inspire action and advance mission-driven initiatives.

KEY COMPETENCIES

Consensus Building
Project Management
Media Outreach
Media Placement

Media Strategy
Data Analytics
Community Partnerships
Corporate Communications

Influencer Relations
Digital Media Strategy
Presentations/Pitch Decks
Leadership & Mentoring

MEASURABLE IMPACTS AND VALUE

- As *Senior Communications and Events Specialist* for the **PBS Foundation**, spearheaded strategic fundraising initiatives that secured \$20 million in financial support, significantly expanding the Foundation's impact and reach.
- As *Communications, Marketing, and Event Specialist* for the **GWU Elliott School of International Affairs**, developed and executed promotional strategies for the U.S. Foreign Policy Institute Summer Program, driving a 50% increase in enrollment through enhanced website traffic and targeted outreach.
- As *Public Affairs Manager* for **Pro-Media Communications**, designed and executed high-impact media campaigns, securing over 500 media placements across top print, broadcast, and online outlets, amplifying client visibility.
- As *Strategic Communications and Media Specialist* for the **Sierra Club**, led communications strategies that boosted media coverage by 20%, securing placements in 50+ major outlets, including The Economist, Bloomberg, The Wall Street Journal, and NPR.
- As *Director of Communications* for **WITNESS**, elevated brand visibility by 20% through strategic messaging and social media engagement, strengthening the organization's influence and public presence.

RECENT WORK EXPERIENCE

IQ Solutions

Senior Communications Analyst, Media Specialist, Project Manager

Washington, DC

May 2021 – Present

- Lead high-impact communications for federal health initiatives, managing client relationships and messaging strategies across agencies like NIH HEAL Initiative, NIDA, and NINDS. Earned recognition among 250 employees for driving exceptional media placement growth and brand visibility.
- Produce and manage high-impact live webinars for the NIDA ABCD Study, driving increased engagement among study participants, researchers, and key advocacy partners while strengthening stakeholder connections.
- Craft dynamic social media campaigns and eye-catching graphics for the NIDA HBCD Study, boosting engagement and attracting expectant mothers nationwide to participate in the study.
- Drove an 800% surge in web traffic within two months for the HHS Federal COVID Response Initiative by collaborating with brand and content marketing teams to craft precisely targeted traditional and digital campaigns for underserved communities.
- Spearheaded communications and project management for a key ASPR contract with HHS, successfully amplifying awareness of FDA-authorized COVID-19 therapeutics through strategic messaging.

- Maximized visibility for NIH's Eat, Sleep, Console Study, featured in the New England Journal of Medicine, generating over 3 million views across broadcast and digital media and significantly boosting audience engagement.
- Expanded reach of the Federal COVID Response Initiative to 2.4 million individuals by securing major media coverage featuring compelling clinical trial patient stories.
- Executed a culturally targeted paid ad campaign to support the Morehouse School of Medicine's National COVID-19 Resiliency Network, increasing awareness and engagement within Asian communities.

Steven A. Cohen Military Family Clinic (Cohen Clinic) and Easterseals

Washington, DC

Senior Communications Manager and Media Lead

May 2018 - May 2021

- Led the development and execution of integrated digital, marketing, and public affairs strategies, increasing clinic visibility by 30%, doubling client testimonials, and significantly boosting fundraising conversions.
- Managed a diverse portfolio of communication initiatives, establishing the Cohen Clinic as the leading mental health resource for veterans and military families.
- Developed compelling communication assets for Easterseals, driving a 20% increase in fundraising revenue through targeted messaging and strategic outreach.
- Spearheaded high-impact media outreach efforts, securing top-tier coverage in The Washington Post, WUSA9, WTOG, CBS Radio, Stars and Stripes, and Military.com, amplifying awareness of critical programs.

Public Sector HR Association (PSHRA, formerly IPMA-HR)

Washington, DC

Communications Director and Editor

Oct 2013 - May 2018

- Designed and executed high-impact marketing campaigns, increasing member engagement by 20% and strengthening brand visibility.
- Led the production of PSHRA's *H.R. News* magazine, boosting readership by 25% and driving higher ad revenue, while also managing social media campaigns that significantly enhanced online engagement.
- Represented PSHRA at national conferences, delivering compelling presentations that drove membership growth and expanded industry awareness.

Fetch! Petcare

Washington, DC

General Manager

Jun 2013 - Sep 2021

- Optimized daily operations at Fetch Petcare of Bethesda, elevating customer satisfaction by 20% through streamlined service improvements and client engagement strategies.
- Refined and optimized social media campaign metrics, enhancing ROI and achieving a 15% increase in customer acquisition through data-driven adjustments.
- Developed staff training initiatives and ongoing support programs, leading to a 25% boost in customer retention and service excellence.

Sierra Club

New York, NY

Strategic Communications and Media Specialist

Dec 2012 - May 2013

- Led strategic national and state-level communications for the Sierra Club, increasing media coverage by 20% and solidifying its position as a leading advocate against natural gas expansion.
- Crafted compelling key messages and ghostwrote executive blog content, aligning with organizational goals to strengthen advocacy and public outreach.
- Secured coverage in 50+ major media outlets, including The Economist, Bloomberg, The Wall Street Journal, and NPR, amplifying public discourse and rallying over 30,000 participants for the 2013 "Forward on Climate" March in Washington, DC.

EDUCATION AND CERTIFICATIONS

American University | Washington, DC
Master, Strategic Public Communications, June 2008

George Washington University | Washington, DC
Master, International Policy and Practice, June 2004

New York University
Bachelor, Journalism, June 1996

Email Marketing (HubSpot Academy)
Social Media Marketing (HubSpot Academy)
Google Analytics Advanced (Google Analytics Academy)
Content Marketing (HubSpot Academy)
Digital Marketing (Google Digital Garage)
Digital Fundraising (Georgia Center for Nonprofits)
Media Relations (Muck Rack Academy)