

JESSICA L. FEDERMAN, MS ODL

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Advancement, Marketing & Communications Leader

Storytelling • Donor & Constituent Engagement • Higher Education & Community Impact

Executive Summary

Strategic marketing and communications leader with 20+ years of experience developing integrated communications strategies that strengthen institutional reputation, deepen constituent engagement, support philanthropic goals, and build long-term relationships across nonprofit, healthcare, public-serving, and educational environments. Skilled in advancement communications, donor-centered storytelling, stewardship messaging, executive communications, multichannel campaign development, and digital and traditional media strategy.

Known for translating mission into compelling narratives that inspire participation, pride, and investment. Brings demonstrated experience in donor engagement initiatives, small-dollar giving campaigns, email marketing, web strategy, speech writing, editorial planning, graphic design, creative direction, video production, audience segmentation, community speaking, university partnership work, and cross-functional campaign leadership.

Core Competencies

Advancement Communications • Donor & Stewardship Communications • Alumni & Constituent Engagement • Fundraising Campaign Messaging • Donor Impact Storytelling • Small-Dollar Giving Campaigns • Executive Communications • Speech Writing • Email Marketing • Website & Content Strategy • Editorial Planning • Graphic Design & Creative Direction • Video Production • CRM Systems • Project Management Platforms • Campaign Workflow Management • Cross-Functional Campaign Planning • Communications Analytics & Reporting • Data-Informed Decision Making • Campaign Performance Analysis • Audience Insights • Resource Prioritization • Strategic Planning • Team Leadership • Staff Supervision • Mentorship

Professional Experience

Director of Marketing

Battleship North Carolina Memorial | Wilmington, NC | July 2025 – Present

- Spearhead donor engagement and stewardship communications efforts, including the Battleship specialty license plate campaign, “250 for 250” flag initiative, and “Dimes Donors” re-engagement campaign, designed to deepen small-dollar giving and long-term constituent connection

- Craft donor-facing communications, campaign messaging, email marketing, executive messaging, speeches, and board-facing materials, while advising senior leadership and supporting communications tied to governing boards, stakeholder engagement, and institutional visibility
- Oversee integrated marketing, communications, and advancement storytelling strategy for a statewide public-serving institution and mission-driven cultural nonprofit environment
- Increase digital engagement by 251% and media visibility by 111% through strategic storytelling, campaign development, and stronger brand cohesion across channels
- Guide website content strategy, editorial planning, creative direction, graphic design, and campaign workflow improvements to strengthen cross-functional alignment and execution

Chief Community & Marketing Officer (Contract)

Kaziranga Pro Cricket Outfitters | San Diego, CA (Remote) | July 2024 – July 2025

- Oversaw integrated brand, marketing, and community engagement strategy in partnership with organizational leadership for a multicultural sports brand focused on accessibility, representation, and audience growth
- Managed cross-functional campaign planning, creative development, and content execution across digital, print, social, and community channels
- Built and launched a go-to-market communications strategy that generated hundreds of niche-specific, pre-launch media placements

Assistant Vice President, Diversity & Equity Communications

RWJBarnabas Health | West Orange, NJ (Remote) | March 2023 – June 2024

- Steered enterprise communications strategy for diversity, equity, social impact, and health equity initiatives across New Jersey's largest academic health system
- Managed executive messaging and speech support for senior leaders, advising executive leadership and contributing to communications that supported board-level visibility, organizational alignment, and mission-driven priorities
- Orchestrated integrated campaigns across web, email, executive messaging, internal communications, and community-facing platforms to increase engagement and visibility
- Applied audience insights, communications analytics, and campaign performance analysis to strengthen message relevance and improve engagement outcomes
- Spearheaded a digital strategy overhaul that improved accessibility, user experience, and discoverability of mission-critical resources

Assistant Vice President, Social Justice & Change Management
RWJBarnabas Health | West Orange, NJ (Remote) | January 2022 – March 2023

- Shaped leadership communications and structured campaign plans, partnering with executive and operational leaders to support adoption, visibility, and understanding across a complex system
- Achieved 86% workforce participation in a major enterprise initiative by aligning executive communications, internal storytelling, audience segmentation, and engagement strategy
- Oversaw communications strategy for a large-scale organizational change and culture transformation initiative spanning employees, leadership, patients, and community stakeholders
- Built a mission-centered sub-brand and multichannel content strategy that strengthened message clarity, built trust, and drove sustained workforce participation
- Partnered with educational institutions, civic organizations, and community stakeholders to deepen public engagement through collaborative outreach, community speaking, and university partnership work

Director, Public Relations & Marketing
RWJBarnabas Health | Hamilton, NJ | August 2018 – October 2021

- Partnered with Foundation leadership to develop donor-facing communications and storytelling strategies that helped generate over \$500K in annual philanthropic support
- Crafted executive statements, speeches, newsletters, media materials, and campaign messaging, serving as a strategic communications partner to leadership and supporting board-facing visibility, messaging, and stakeholder engagement
- Designed integrated campaigns across digital, print, email, media, and community channels, increasing participation in community health programming by 30%
- Applied audience insights, communications analytics, and campaign performance reporting to inform strategy, prioritize resources, and improve outcomes
- Oversaw multichannel marketing, public relations, and community engagement strategy for a regional healthcare market, strengthening reputation, service visibility, and public trust

Communications Coordinator
Bowman's Hill Wildflower Preserve | New Hope, PA | July 2017 – August 2018

- Led content development and provided creative direction for a quarterly donor newsletter across email and print, reinforcing donor impact and strengthening supporter connection through mission-driven storytelling
- Wrote messaging and content for annual giving efforts, including donor email campaigns, membership communications, and renewal messaging
- Managed communications for the organization's annual gala and fundraising events, creating donor-facing and promotional materials that supported cultivation and participation

- Crafted donor- and member-centered communications that supported stewardship, retention, and long-term engagement with the organization’s conservation and education mission
- Collaborated with development, education, and organizational leadership to align donor communications, membership engagement, and mission storytelling with institutional priorities

Founder & CEO

MindShuffle, LLC | Yardley, PA | May 2014 – November 2019

- Founded and led a communications consultancy supporting nonprofits and mission-driven organizations with strategic storytelling, brand development, and integrated campaign planning
- Built messaging frameworks, editorial plans, and audience-centered communications strategies that strengthened visibility, engagement, and organizational positioning
- Advised organizational leaders on digital strategy, content development, messaging, and communications planning to support growth, visibility, and mission alignment
- Managed internal and external contributors, including designers, marketers, and project-based collaborators, to deliver high-quality communications and campaign execution
- Applied data-informed decision-making and campaign performance insights to refine outreach strategies and improve return on investment

Higher Education Experience

Adjunct Instructor – Business

Bucks County Community College | Newtown, PA | 2016 – 2019

- Designed and taught accredited coursework in business, communications, and management with a focus on student engagement and real-world application.
- Fostered inclusive, collaborative learning environments that encourage critical thinking, communication fluency, and strategic problem-solving.

Adjunct Instructor – Communications

Goucher College | Towson, MD | 2003

- Taught foundational communications and storytelling coursework focused on audience-centered messaging and effective communication strategy.
- Designed instruction that emphasizes clarity, engagement, and the role of communication in organizational and community impact.

Education

- **M.S., Organization Development & Leadership** – Saint Joseph’s University
- **B.A., Communication** – Goucher College
- **Executive Certificates, Digital Marketing and Content Marketing** - Rutgers University
- **Certificate, Diversity, Equity, and Inclusion in the Workplace** – Univ. of South Florida
- **Associate Certified Coach Training** (ICF-Accredited) – Saint Joseph’s University
- **Public Information Officer** - Federal Emergency Management Agency (FEMA)

Leadership & Mentorship

- **Mentor**, RWJBarnabas Health Women’s Leadership Alliance
- **Mentor**, Healthcare Planning & Marketing Society of New Jersey
- **Mentor**, American College of Healthcare Executives

Professional Affiliations

- American Marketing Association
- Greater Wilmington Chamber of Commerce
- North Brunswick Chamber of Commerce
- New Hanover County Beekeepers Association

Technical & Platform Competencies

Communications, Marketing & Engagement: Email marketing, editorial planning, audience segmentation, donor and constituent data management, campaign workflow management, cross-functional campaign planning, communications analytics, performance reporting

Digital, Social & Web Platforms: WordPress, Wix, MailChimp, Constant Contact, Hootsuite, Buffer, Cerkl, SEO/SEM, Google Analytics

Media, Reputation & Insights: Meltwater, Reputation.com, media relations, reputation monitoring, social media management, audience insights, campaign performance analysis

Creative & Collaboration Tools: Canva, Adobe Express, Microsoft Office, iWork, Google Workspace, Slack, Microsoft Teams, Zoom