

JESSICA L. FEDERMAN, MS ODL, ACC

Marketing Director

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Myrtle Beach, SC | Moving to Wilmington, NC, in June 2025

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EXECUTIVE SUMMARY

Jessica is an accomplished communications and public engagement leader with a proven record of advancing tourism, heritage, cultural resources, nonprofit, and public service organizations through strategic storytelling, visitor-centered marketing, and community-driven initiatives. With extensive experience leading public affairs, reputation management, and event promotion for mission-driven institutions, she combines data-driven insights with inclusive messaging to strengthen public trust, grow visitor engagement, and drive sustainable program success. A cross-sector collaborator and trusted advisor to executives, she brings a rare ability to blend creative strategy with operational precision-making her uniquely equipped to elevate the Battleship North Carolina's visibility, deepen its community impact, and position it as a premier national destination. She is scheduled to relocate to Wilmington, North Carolina, in June 2025.

PROFESSIONAL EXPERIENCE

Chief Community & Marketing Officer

Kaziranga Pro Cricket Outfitters (Contract) | San Diego, CA (Remote) | Jul 2024 - Apr 2025

- Positioned the store as Southern California's first cricket-focused sporting goods retailer, establishing it as a destination for youth, amateur, and professional cricket players locally and nationally.
- Developed and executed integrated, multi-channel communications, advertising, go-to-market, and social media strategies for the new brand, leveraging data-driven insights to increase in-person and online traffic.
- Organized and promoted public-facing events to strengthen community relations while nurturing partnerships with local businesses, policymakers, and organizations.
- Advised company leadership on brand development, community outreach, and public engagement best practices; coached leaders on customer experience strategies, achieving a 100% 5-star Google review record.
- Wrote press releases, updated website content, and managed direct posting to social media platforms to ensure consistent, engaging public communication.
- Served as public/media spokesperson, fielding inquiries and managing public communications to reinforce brand credibility.
- Tracked marketing performance metrics and adjusted campaigns as needed.
- Oversaw account management activities for marketing vendors and sponsorship partners to align deliverables with strategic goals

Assistant Vice President, Diversity & Equity Communications

RWJBarnabas Health | West Orange, NJ | Mar 2023 - May 2024

- Directed internal and external communications supporting enterprise-wide strategic initiatives and public engagement across a diverse, statewide, nonprofit health system of 13 hospitals and more than 400 physician offices.
- Served as strategic communications advisor to company leaders, guiding and developing executive messaging, brand positioning, thought leadership, and public engagement strategies.
- Developed and implemented integrated internal strategic communications plans to enhance employee connection with the brand and strategic initiatives, enhancing transparency and internal audience engagement; strategies resulted in a 52% increase in employee intranet engagement within 9 months.
- Designed and led the full lifecycle of internal and public events, including community education initiatives and cultural observances, both in-person and virtual.
- Wrote press releases, updated website pages, and managed social media content directly to maintain consistent, mission-aligned communication.
- Served as media spokesperson and primary public contact for enterprise-wide strategic initiatives, strengthening public trust and organizational reputation.
- Tracked engagement metrics and managed vendor contracts to continuously refine messaging, optimize outreach, and deliver high-quality marketing and communication initiatives.
- Established and managed stakeholder relationships with a focus on accountability, transparent communication, and shared success.

Assistant Vice President, Social Justice & Change Management

RWJBarnabas Health | West Orange, NJ | Jan 2022 - Mar 2023

- Created and executed strategic communication plans and educational initiatives to support organizational transformation and social impact goals.
- Spearheaded cross-functional collaboration to position organizational leaders as industry thought leaders, strengthening visibility within media and professional communities.
- Engaged 86% of a 40,000+ distributed workforce within one year by aligning messaging, education, and outreach with enterprise strategic priorities.
- Developed key performance indicators and tracked campaign engagement metrics to measure initiative success and drive continuous improvement.
- Wrote press releases, managed web content updates, and created social media communications to support organizational initiatives.
- Directed start-to-finish development and management of internal and public events, both onsite and virtual, to advance strategic priorities.
- Managed vendor contracts support high-quality event and communication strategy execution.
- Built and managed partnerships with local organizations, nonprofits, and policymakers, applying account management principles to support strategic initiatives.

Director, Public Relations & Marketing

RWJBarnabas Health | Hamilton, NJ | Aug 2018 - Oct 2021

Interim: August 2018 - November 2018 | Permanent: November 18 - October 2021

- Led development and execution of strategic internal and external communications and marketing initiatives to position the hospital as a regional destination for specialized cancer, neuroscience, and orthopedic care.
- Increased participation in community health education programs by 30% through cross-functional collaboration and data-driven refinement of engagement strategies.
- Served as media spokesperson and public liaison, managing press relations and leading crisis communications efforts, including during the COVID-19 pandemic.
- Planned, executed, and managed start-to-finish large-scale public-facing events, fairs, celebrations, fundraisers, educational programs, and special observances to strengthen community engagement and enhance brand presence.
- Wrote, edited, and distributed press releases, updated website content, and managed direct posting to social media channels to support public outreach; maintained articles and archives pertaining to the history of the institution.
- Managed an onsite marketing team and external vendors, fostering accountability and coaching team members to optimize department performance and growth.
- Established and nurtured strategic partnerships with policymakers, nonprofits, and local businesses through effective account management practices to sustain engagement and mutual support.
- Managed the site's marketing budget, strategically allocating human and financial resources to maximize visibility, community impact, and organizational goals.

Founder & Principal Consultant

MindShuffle, LLC | Yardley, PA | May 2014 - Nov 2019

- Established and operated a full-service communications consultancy, overseeing all business operations, people management, and business development initiatives.
- Developed and executed strategic communications and event marketing campaigns to elevate nonprofit and mission-driven organizations' public engagement and brand visibility.
- Strengthened client visibility by serving as public/media liaison for high-profile initiatives and awareness campaigns.
- Wrote and managed public engagement materials, website updates, and social media content to align messaging and maximize audience impact.
- Optimized campaign effectiveness by tracking audience engagement metrics and refining communication strategies using data-driven insights.
- Negotiated and managed client and vendor contracts to deliver high-quality marketing, event, and promotional services.
- Planned and facilitated onsite community engagement events to build deeper connections between organizations and their audiences.

Communications Coordinator

Bowman's Hill Wildflower Preserve | New Hope, PA | Jul 2017 - Aug 2018

- Designed and executed public engagement campaigns, increasing visitor participation through targeted event marketing and outreach.
- Served as primary public and media contact to promote events, exhibitions, and educational programs.
- Wrote and distributed press releases, updated web content, and directly managed social media communications to support public programming.
- Strengthened visitor engagement by tracking attendance data and media performance to optimize outreach strategies.
- Managed vendor relationships and marketing contracts to ensure high-quality event promotion and efficient resource utilization.
- Developed and nurtured relationships with local businesses, nonprofits, and policymakers to expand community reach and advance mission-aligned goals.
- Planned and managed onsite events at this nonprofit, outdoor cultural resources destination, creating welcoming, educational experiences for diverse audiences.

SKILLS & COMPETENCIES

- **Strategic Communication & Public Affairs:** Strategic Communication, Public Affairs & Media Relations, Crisis Communication & Reputation Management, Inclusive Communication & Cultural Competence
- **Visitor Engagement & Program Management:** Visitor-Centered & Tourism Marketing, Event Planning, Promotion & Onsite Program Management, Community, Government & Stakeholder Engagement, Public-Private Partnerships & Cross-Sector Collaboration
- **Data Analytics & Strategy Optimization:** Data-Driven Audience Engagement Strategy, Contract Negotiation, Vendor & Budget Management
- **Digital Marketing & Content Development:** Digital Content Development & Social Media Strategy and Management, Video Production
- **Social Media Management:** Facebook, Instagram, LinkedIn, X/Twitter
- **Content Management Systems & Website Updates:** WordPress, Wix
- **Email Marketing Platforms:** MailChimp, Constant Contact
- **Digital Analytics Tools:** Google Analytics, Hootsuite, Buffer, Reputation.com
- **Design and Content Tools:** Canva, PowerPoint, Prezi
- **Project Management:** Workfront, Slack, Microsoft Teams, SharePoint, Zoom, Jira

EDUCATION

- **Bachelor of Arts Communications**
Goucher College | May 2001
- **Master of Science, Organization Development & Leadership**
Saint Joseph's University | May 2021
- **Designation, Associate Certified Coach (ACC)**
International Coaching Federation | May 2022

- **Certificate, Public Information Officer Awareness**
Federal Emergency Management Administration (FEMA) | Feb 2025
- **Executive Certificate, Content Marketing**
Rutgers University School of Business Executive Education | Nov 2016
- **Executive Certificate, Digital Marketing**
Rutgers University School of Business Executive Education | Apr 2014

AWARDS & RECOGNITION

- **Chapter Service Award - Communications Committee**
American College of Healthcare Executives
The American College of Healthcare Executives (ACHE) – New Jersey Chapter honors members for exceptional leadership and contributions to advancing the organization's strategic communications efforts.
- **Chairperson of the Year Award - Communications Committee**
Northwest Chamber of Commerce
The Northwest Chamber of Commerce awards this honor to the committee chairperson who has demonstrated exceptional commitment and expertise to their area of practice on behalf of the organization.
- **John Coné Membership Scholarship**
Association for Talent Development
The Association for Talent Development awards scholarships to graduate students interested in workplace learning and development.
- **Entrepreneurial Spirit Award**
Lower Bucks County Chamber of Commerce
The Lower Bucks County Chamber of Commerce presents this award to an individual who has taken a risk, persevered, and succeeded in their career.

ADDITIONAL INFORMATION

- **Volunteer Leadership:** Rotary Club member; Mentor, Women's Leadership Alliance; Professional Member, American College of Healthcare Executives — promoting civic leadership, mentorship, and community well-being.
- **Public Engagement and Event Management:** Led onsite and offsite event operations and visitor-centered programming at outdoor, heritage, nonprofit, healthcare, and educational sites, aligning activities with strategic growth and community outreach goals.