

JASMINE NEHILLA

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PROFILE

Award-winning communications strategist with a genuine interest in audiences and storytelling. Equipped with a sense of urgency, a scrupulous eye, and a stable grasp of syntax, voice, and brand guidelines, I seek a role where I am incessantly inspired and able to meld creativity with innovation while expanding my professional network.

PROFESSIONAL EXPERIENCE

Public Affairs Specialist
National Aeronautics Space
Administration (NASA)
Mar 2022 - Present

- Promoted within role; served as acting team lead providing strategic oversight for executive communications and employee engagements.
- Provides executive-level communications support to the center's leadership team, and acting associate administrator—driving internal and external messaging for over 750 engagements.
- Develops and delivers a wide range of communications products including speeches, remarks, talking points, internal updates, and external correspondence, ensuring consistency, clarity, and alignment with NASA's mission.
- Leads content strategy and executive positioning across social platforms, driving a 187% increase in LinkedIn followers—growing the account from 30,000 to over 86,000 through targeted content.
- Serves as liaison between NASA leadership and national media, facilitating interviews, escorting, and media logistics, and contributing to coverage in outlets such as The Washington Post, TIME for Kids, and ABC's This Week.
- Captures the authentic voice of executive leadership for communication vehicles including annual managerial conference, Supply Chain Leadership Summit; cadenced internal broadcasts, i.e. VP to HR organization video messages; All Hands Meetings; field broadcasts highlighting business updates; company culture storytelling including associate spotlights formatted for intranet, Yammer and newsletters
- Led several initiatives and events from strategy to execution including nearly 50 Supply Chain facility grand opening events; Golden Apron Recognition annual Program; an intranet site refresh; Supply Chain's THD museum exhibit; AAmplified, an associate resource group monthly Sway newsletter; Juneteenth microsite (received 13,888 views); event programming for the Voice of the Associate committee; and the enterprise Diversity, Equity and Inclusion Task Force audit
- Managed internal communications for an audience of 25,000+ associates and frequently audits for feedback to ensure associates are informed of enterprise updates and receiving content that serves their needs.
- Created external Supply Chain and economic growth media strategy including key messaging, press releases, media advisories, awards and speaking engagements
- Strategized conference production, logistics and marketing goals with omni-channel creative planning committee to maximize end user value
- Sources relevant speakers including opening and closing keynotes, panelists, over eight individual presenters and engagement/entertainment within event budget
- Managed day of tasks for smooth event execution, post-communications and post mortem meetings to measure event success and identify opportunities
- Developed copy utilized for in-store field marketing, online advertising, workshop content, broadcast, billboards, offer codes and special projects ensuring messaging is consumer centric and consistent with brand standards
- Proofread national and regional ad for an error-free release by event deadlines
- Collaborated cross functionally with several departments and stakeholders to ensure accuracy of product descriptions, promotional offers and legal disclaimer copy
- Copyedited, composed and managed daily content including interviews, music reviews, and event coverage for a staff of three writers
- Implemented and improved internal communications with editorial staff by designing an editorial calendar and integrating real-time notes for content meetings

**Manager – Corporate
Communications & External
Affairs**
The Home Depot
Jun 2019 - Mar 2022

**Event Management - Content
Compass**
The Home Depot
Sept 2017 - Mar 2022

**Digital Content Copywriter -
Events & Promotions**
The Home Depot
Mar 2016 - Jun 2019

**Blog Contributor/Managing
Editor**
IdOMusic® powered by
Patchwerk Studios
Aug 2014 - Aug 2015

EDUCATION

2006 - 2010

Bachelor of Arts, Major in English Studies – University of North Carolina at Greensboro

AFFILIATIONS

Delta Sigma Theta Sorority, Inc. Member - 2008 - Present
Public Relations Society of America - Houston Chapter - 2023 - Present
Women's Flat Track Derby Association Professional Skater - 2011 - 2014