Caroline Mohan

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703-628-1751
Portfolio

Experience

Communications Expert, client portfolio (April 2026–present)

- Collaborate with organizational leadership to build tailored communications plans and marketing strategies that materially improve audience growth and engagement.
- Create and edit website and social media content, including video, editorials, stories, journal articles, and web and social media copy to maintain an eye-catching and uniform voice.
- Copyedit and proofread technical material to reinforce credibility in academic and health circles.

Communications Manager, ThinkWell (October 2022–April 2026)

- Wrote, edited, and published website copy, two monthly newsletters, policy briefs, reports, social media copy, success stories, proposals, blog posts, and other media to put the organization at the forefront of the health systems sphere and expand its audience.
- Managed and improved user experience and engagement for two websites and nine social media accounts with a collective monthly audience of over 120,000.
- Coordinated knowledge-sharing across multiple multi-million-dollar contracts in several countries across Asia, Africa, Europe, and North America.
- Fostered relationships with external researchers, copyeditors, proofreaders, videographers, and other vendors to keep content updated, relevant, and sharp.

Communications Specialist, ThinkWell (July 2021–October 2022)

- Collaborated with a focused team to create a communications strategy spanning several projects, engage a wider audience, and develop and win business opportunities.
- Worked with the governments of Indonesia, Kenya, and Uganda and local researchers to produce and publish policy briefs and research papers related to health financing.
- Established an internal communications framework, including a weekly newsletter, production and dissemination processes, and engagement tracking, that improved the foundations of knowledge management across the organization.

Communications Officer, Women for Women International (February 2021–July 2021)

- Constructed an annual communications strategy and grew the organization's social media following to over 200,000 across all platforms.
- Conducted weekly story collection and interviews and wrote blog pieces to be featured on the organization's website for over 50,000 monthly users.
- Partnered with the Development team to build a comprehensive fundraising and marketing strategy to grow high- and mid-level donor pools.

Senior Associate of Donor Stewardship, Women for Women International (February 2020–February 2021)

- Created outreach plans for multimillion-dollar donors for organization leadership.
- Built and managed over 100 donor profiles in Salesforce with a value of $450,000 to capture capacity, background, and potential growth areas.
- Wrote and disseminated over 400 annual reports, mailers, email solicitations, and other fundraising materials.

Education

B.A. in Writing, Rhetoric, and Technical Communication
Minors in political science and honors studies
James Madison University
2019 Outstanding Graduate
2018 J.B. Hancock Writing Scholar

Specialties

Editorial writing, brand development, copywriting, comms and web strategy, marketing and earned media pitching, WordPress, Cision, Drupal, Squarespace, Hootsuite, Sprout Social, HubSpot, Adobe Suite, GA4, HTML & CSS