

# Jewel Addy

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## EXPERIENCE

Marketing professional with 10+ years of cross-disciplinary experience bringing insight, innovation, and strategy to OOH advertising, nonprofit, public health, policy, and public affairs interests. Confident and strategic leader with a proven track record of leading mission-driven and dedicated teams. Successful brand storyteller using the power of creativity and fresh perspectives to help clients break through social media noise. Expert communicator seeking to be part of an insights and innovation team focusing on relaunching, refreshing, and rebranding campaigns while maximizing technology use. Software engineer with 2+ years of web development and project management experience.

**Colossal Media**, Brooklyn, NY

**April 2023 – Present**

### Senior Manager of Communications

- Manage community partnerships and local outreach for partnerships that increase hyperlocal brand awareness.
- Lead projects within budget and look for cost savings — securing a 40 percent cost-savings for one project.
- Co-manage digital content calendar, copywriting, visual output and project management for multiple digital channels.
- Report engagement metrics on brand perception to inform marketing and brand storytelling strategy with data.
- Mobilize staff events and co-manage employee community building through corporate social responsibility initiatives.

**Jewel Addy Codes**, Remote, USA

**Jan 2022 – Present**

### Full-Stack Web Developer

- Develop SEO, social, and digital marketing strategies, and design logos to refresh and increase brand awareness.
- Collaborate with business owners and stakeholders to design static websites and HTML emails for client businesses securing a 43% average open rate and 9.5% average click-through rate for HTML marketing emails.
- Lead creative strategy, website optimization, web copywriting, and design architecture of site re-design for clients.
- Web development clients include Back to Barbados Sankofa Pilgrimage, Salt River Lobster Inc., a 40-year-old fresh seafood market, Love DeCour, a luxury event design firm, and PeppaJar, LLC, a fashion line for kids and S.T.E.A.M. education initiative.

**Whitman-Walker Health**, Washington, DC

**Jan 2019 – Jan 2022**

### Director of Communications

- Partnered with key stakeholders in communications and marketing to develop campaigns from conception through delivery, and nurtured new advertising opportunities in untapped markets to increase brand awareness resulting in:
  - First Lady Dr. Jill Biden visiting the organization to uplift cancer care navigation on her third day in office.
  - The organization's CEO being named a 2020 CEO of the Year and the Senior Director of Behavioral Health being named a 2020 Business of Pride recipient in the Washington Business Journal Awards.
- Co-managed a half-million dollar marketing budget, and strategized advertising-focused and grant-funded spending for key public health education, strategic planning, and corporate fundraising messaging.
- Audited covid health and vaccine response across social media to create and run a covid social media campaign reaching 600K+ people, delivering 1.6M+ impressions and securing 13K+ engagements (likes, shares, comments, and link clicks — with link clicks representing more than 50% of engagements).
- Completed and project-led a design overhaul of the website in the summer of 2021 resulting in better SEO, usability for website visitors, and accessibility to healthcare resources for 20,000+ patients and 300+ staff members.
- Managed the procurement and execution of a \$20K grant to co-produce an archive and oral history-inspired art exhibition titled See You There: Making History at Whitman-Walker — safely attracting nearly 1K visitors during covid.

**Whitman-Walker Health**, Washington, DC

**Dec 2016 – Dec 2018**

### External Affairs Manager

- Reported to, and partnered with, the CMO on long-term strategic planning to position the organization as a thought leader in healthcare, policy, and research for LGBTQ-inclusive best practices. Headed strategic digital communication programs in coordination with external digital marketing, local media, and PR agencies resulting in:
  - The organization's Director of Community Health & Wellness being named a 2018 Minority Business Leader, the Board President being named a 2018 Business of Pride recipient, and the Deputy Executive Director being named a 2016 Minority Business Leader in the Washington Business Journal Awards.
- Collaborated to erect a 30K sq. ft mural to host a summer event series for part of a building redevelopment campaign.
- Oversaw the production and creative ideation for go-to-market videos for Walk & 5K to End HIV fundraiser campaigns in the Washington, DC area managing 10+ multimedia advertising partners and activating a \$50K advertising budget.

- Mobilized the production and historic fact-checking of a pro bono 40th-anniversary, hour-long documentary titled Fearless at 40: The Story of Whitman-Walker — in partnership with local TV station DCTV. The film was screened at Washington, DC's Miracle Theatre, the 2019 DC History Conference, and the 2019 Alexandria Film Festival.
- Project managed a 40-week, multimedia, digital storytelling campaign titled 40 Stories for 40 Years. The campaign is used as an example of storytelling in the curriculum at Georgetown University's Center for Social Impact Storytelling.
- Executed the procurement of an \$8K grant and the contractual fulfillment of creating The Intersection of HIV, Washington, DC, and Whitman-Walker Health Oral History Project. The collection is digitally preserved in the DC Public Library system to be publicly accessible for generations to come.

**Whitman-Walker Health**, Washington, DC

**Feb 2016 – Dec 2016**

**External Affairs Coordinator**

- Co-facilitated the event planning, sponsorship, and execution of Capital Trans Pride in Washington, DC — a day-long workshop of sharing job opportunities, health education, and legal resources for transgender and gender-expansive community members attracting attendees from all over the United States.
- Led the creative direction for a commemorative 30th anniversary Walk & 5K to End HIV t-shirt based on the 1989 AIDS Walk Washington t-shirt designed by the late artist Keith Haring before his death due to AIDS-related complications.
- Generated marketing materials and external communications with a focus on public health and patient education including fact sheets, brochures, palm cards, flyers, and social media graphics.
- Worked with the Human Rights Campaign (HRC) to produce and launch a co-branded "Safer Sex for Trans Bodies" educational guide in English and Spanish, presented the guide at multiple conferences including the Philadelphia Trans Health Conference, and distributed more than 10K copies nationally in collaboration with HRC.
- Redesigned the website increasing click-through rates, engagement, traffic, and sexual health testing service use.

**Whitman-Walker Health**, Washington, DC

**Jun 2015 – Feb 2016**

**Communications & Community Relations Coordinator**

- Reported to the directors of communications and community relations to support the branding and copyediting of organizational communication tools as well as attended community health fairs to increase community engagement.
- Designed marketing flyers and social media graphics for patient education materials and resources in the DC region.
- Assisted with ad agency relationship management, campaign direction, and brand marketing guide development.

**Allied Integrated Marketing**, Washington, DC

**Mar 2014 – May 2014**

**Warner Bros. Studio Intern & Publicity/Promotions Intern**

- Promoted upcoming Warner Bros. Films including Transcendence with Johnny Depp and Morgan Freeman.
- Hosted promotional events and bar nights, distributed thousands of advanced screening passes, and produced "Enter to Win" campaigns to generate film release anticipation in the DC, Maryland, and Virginia markets.
- Worked advanced screening red carpet events for Captain Phillips with Tom Hanks and Pompeii with Kit Harington, who were both in attendance for these film press tours and premieres.

**EDUCATION**

**University of Maryland - College Park, Department of Communication**, College Park, MD

Bachelor of Arts in Communications - Public Relations

**SKILLS & INTERESTS**

**Technical:** Copywriting, Copyediting, Digital Marketing, Project Management, Microsoft Office 365 (Word, PowerPoint, Excel, Power BI), Google Analytics, JIRA, Slack, WordPress, Squarespace, Canva, Github, HTML, CSS, JavaScript, MongoDB, Express.js, React, Node.js, Social Media Management & Marketing (Twitter, Facebook, Instagram, YouTube, and TikTok)

**VOLUNTEER**

**Black Foreigners Ukraine**, Remote, USA

**Feb 2022 — May 2022**

**Media & Education Volunteer**

Produced and coordinated press and media outreach materials drafting and disseminating 5+ press releases and coordinating interviews for published articles with reporters at The Guardian, Reuters, IMAGO, DR.DK, OkayAfrica, Business Insider, and EMPOWORD Journalism. Worked on a team to extract, provide aid, and procure education opportunities for Black, African, and marginalized foreigners escaping war. Helped 300+ foreigners escape the war in Ukraine and raised \$35K+ in aid.

**Red Dot Campaign, Inc, (501c3), Washington, DC & New York, NY**

**Jan 2015 — Jan 2020**

**Co-Founder & DC Regional Director**

Collected menstrual health resources for people in need with 35,000+ collected and distributed. Created uplifting menstrual health awareness experiences through comedy shows, art exhibitions, storytelling workshops, education, and a podcast. Collaborated with Support the Girls, DC Diaper Bank, Planned Parenthood, New Women Space, artist Madame Gandhi, and comedians and actresses Sasheer Zamata, Aparna Nancherla, Sydnee Washington, and Brittany Carney on menstrual health awareness efforts and events. Hosted free community events where entry was a donation of period products or funds to purchase period products — contributing donations to Hurricane Maria relief efforts in Puerto Rico, Hurricane Harvey relief efforts in Texas, and local DC, Baltimore, and New York shelters.