Jason Tanner

Communications Coordinator

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Professional Profile

Dynamic and passionate Communications Coordinator with a demonstrated track record of driving impactful communications strategies for children's charities. Communication Studies Major with strong expertise in creating engaging and consistent digital content and managing media relations to raise awareness and support for charitable causes. PMI-Certified Project Manager highly skilled in utilizing various communication channels and engaging stakeholders to maximize outreach and create positive social impact.

Core Skills

Media Relations	Content Creation	Social Media Management
Event Planning	Copywriting	Project Coordination

Career Summary

Apr 2018 - Present   **The Hope Project, Boston, MA**
Communications Coordinator

Outline

Manage and execute comprehensive communications initiatives for a leading children's charity in Boston, overseeing fundraising campaigns and fostering strong relationships with media outlets and stakeholders.

Key Responsibilities

- Develop and implement strategic communication plans to effectively convey the mission
- Create engaging content for digital platforms, including website, social media, and email
- Cultivate and maintain relationships with local media, pitching stories and coordinating interviews
- Coordinate press releases, media briefings, and press conferences
- Collaborate with cross-functional teams to organize and execute fundraising events
- Monitor and analyze communication metrics to assess campaign effectiveness
- Ensure brand consistency across all external communication materials
- Collaborate with internal teams to align communication strategies and style with fundraising and advocacy efforts

Key Achievements

- Successfully launched a social media campaign fundraising challenge in Summer 2020, resulting in a 40% increase in online engagement and a 25% growth in donations over the course of 3 months.