

Rossie (néé Rosie Linares Díaz)  
San Francisco, CA | (650) 274-9279 | [rossie@rossie.world](mailto:rossie@rossie.world)

April 2, 2025

Hiring Committee  
Third Wave Fund  
228 Park Ave S. PMB 32277  
New York, New York, 10003-1502, US

Dear Third Wave Fund Team,

When I read Third Wave's call for a Communications Officer, I felt the click of alignment - this role perfectly bridges my digital strategy skills with my deepest movement values. As a queer communications professional rooted in mutual aid and movement work, I know firsthand how storytelling can redistribute power. At QT Studios, our Instagram growth (200+ new followers) came from centering the brilliance of queer/trans/bipoc artists and dedication of our radical, anti-capitalist values in every Reel and post. When our studio-tour video reached 4,883 plays (96% beyond our existing community), it proved what happens when we trust marginalized creators to tell their own stories, unapologetically de-center whiteness, and focus on community empowerment.

This is the energy I want to bring to Third Wave Fund. Too often, communications roles extract narratives from communities instead of resourcing them to speak for themselves. My approach is different. At the Queer Resource Center, I didn't just increase engagement by 25%—I built systems where students could shape the stories being told about them. My video series *Between Two Tiny Couches* worked the same way, creating space for authentic conversations that bypassed respectability politics.

The Pouring Rights Campaign I organized with Real Food Challenge showed me how strategic communications can materially shift power. When we turned 3,000 petition signatures into national media coverage, we were able to expose how corporate contracts harm our communities, and able to stop a multimillion-dollar deal that would have expanded a structural violence on BIPOC here and abroad. This is the kind of storytelling I see Third Wave nurturing: narratives that don't just describe injustice, but actively dismantle it by directing resources to those already doing the work.

What moves me most about Third Wave is how you trust young BIPOC leaders to know what their communities need. As someone who's coordinated everything from Instagram carousels (33K+ impressions) to direct actions, I want to bring both my technical skills and my deep belief in participatory grantmaking to your team. I'm ready to: create digital content that reflects the full radical joy of gender justice movements; and use metrics strategically to measure how effectively we're connecting with stakeholders/community members.

I'd love to discuss how we can grow Third Wave's digital presence in a way that truly serves—rather than speaks for—the organizers you fund. Let's build something powerful together.

Con cariño y lucha,  
Rossie (néé Rosie Linares Díaz)

**ROSSIE (NEÉ ROSIE LINARES DÍAZ)**  
**Communications Strategist | Philanthropy & Digital Engagement**  
📍 San Francisco, CA | 📞 (650) 274-9279  
✉️ rossie@rossie.world | [Website](#) | [Portfolio](#) | [Social Justice, Digital Impact & Storytelling](#)

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**PROFESSIONAL SUMMARY**

Bilingual (Spanish/English) **communications** professional specializing in **social justice** storytelling and **grantmaking** support. Combines 5+ years of **digital engagement** expertise with movement-aligned **philanthropy** principles to:

- ✓ Amplify QTBIPOC voices through **social media platforms** (Instagram, TikTok, YouTube)
- ✓ Leverage **media metrics** (33K+ impressions, 25% engagement growth) for strategic campaigns
- ✓ Produce multimedia content (Adobe Suite, WordPress) that bridges grassroots organizing and **philanthropic** storytelling

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**CORE EXPERTISE**

Digital Strategy	Content Creation	Advocacy Organizing
• <b>Social media platforms</b> growth (+200 followers)	• Short-form video (4.8K+ plays)	• <b>Grantmaking</b> support via storytelling
• Paid ad management (13K+ reach)	• Documentary photography	• Coalition building for <b>social justice</b>
• <b>Media metrics</b> analysis (Google Analytics, Metricool)	• Graphic design (Canva/Adobe)	• Crisis communications
• WordPress/GitHub web design	• Bilingual content (Spanish/English)	• Event mobilization

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**PROFESSIONAL EXPERIENCE**

**QT Studios** | CEO & Digital Strategist | Sept 2020 – Present

- **Directed Patreon campaign (33.9K impressions) to recruit artists, demonstrating digital engagement strategy**
- Produced Instagram Reel (**96% non-follower reach**) using **social media platforms** to drive bookings
- Designed accessible WordPress site to showcase community stories, supporting **grantmaking** visibility

**Real Food Challenge** | Asst. Program Coordinator | July 2016 – Nov 2019

- **Social justice** campaign leadership:
  - Led Pouring Rights Campaign (**3K+ petition signatures**), featured in *Forbes/SF Chronicle*
  - Produced advocacy video linking student protests to broader **philanthropic** food justice movements

**Freelance Photojournalist** | June 2012 – Present

- Documented **Dig Deep Urban Farm** for FogCityJournal
- Creative Direction and photography for **Real Meals Campaign**

**Queer Resource Center – City College of San Francisco** | Social Media Specialist | Feb 2024 – Dec 2024

- Increased engagement 25% through **equity-focused content**

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## HIGHLIGHT PROJECTS

### Block Cop City Report-Back

- Mobilized 80+ attendees via **social media platforms** (1.2K+ reach), aligning with **social justice** movement-building

### Between Two Tiny Couches

- **Video series blending humor and advocacy, showcasing communications for cultural strategy**
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## EDUCATION

### Master of Fine Arts in Fine Art

California College of the Arts, San Francisco, CA | May 2023

### Bachelor of Arts in Geography, minor in Photojournalism

San Francisco State University, San Francisco, CA | May 2015 | Dean's List

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## CERTIFICATES

### Certificate of Achievement in Entrepreneurship and Innovation in Broadcast Electronic Media Arts

City College of San Francisco, San Francisco, CA | May 2025

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## RELEVANT COURSEWORK

- User Experience, Interactive Web Design, **Social Media Marketing**, Black & White Photography, Photojournalism, Graphic Design, Web Development, Film Aesthetics & Theory, Video & Audio for Web, Thought & Image, Fine Art Exhibitions.
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## EXHIBITIONS & PUBLICATIONS

- **Exhibitions:** California College of the Arts' MFA Exhibition (2023), EcoPocalypse at Mission Cultural Center (2019).
  - **Publications:** Featured poet in Bay Area Art and Music (B.A.A.A.M) Zine (2019), East Bay Farms Sprout Healthy Food Choices in FogCityJournal.com (2012).
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## LEADERSHIP & COMMUNITY SERVICE

- **Real Food Challenge at SFSU:** President (2016–2018), Executive Advisor (2018–2019).
  - **California Student Sustainability Coalition:** Member (2015–2016).
  - **Coalition of Student Environmental Activists:** Vice President (2009–2010).
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## PROFESSIONAL DEVELOPMENT

- **Allied Media Project Conference**, Detroit, IL (*July 2019*) – Attended Afrofuturist and revolutionary storytelling workshop led by adrienne maree brown, gaining insights into digital media strategies for social justice.
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## REFERENCES

**En Strader** | *Communications Designer, HEAL Food Alliance* | (443)668-4106

**Court Fuller** | *Senior Editorial Manager, More Perfect Union* | (954)560-0247

**Katie Dalla** | *Program Coordinator, Queer Resource Center – City College of San Francisco* | (415)756-4748