

JEFFREY ANDRÉS GUZMÁN

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Work History

Comms Associate

Borealis Philanthropy
Minneapolis, MN

- Grew LinkedIn audience 142% and engagement metrics +1,132% in 1 yr
- Designed and delivered 250+ email campaigns on Mailchimp
- Published 80 WordPress blogs to promote to 10k+ social media followers
- Track and uplift news updates from 650+ donor and grantee partners
- Introduced Asana & Slack workflows to manage projects across 13 teams



09.21 -
now

Dir. Advocacy & Outreach

Epilepsy Foundation of VA
Charlottesville, VA

- Built coalition of nonprofits, politicians, and press to pass 2 laws in state
- Landed story at top of Google News' 800k+ search results for "epilepsy"
- Organized and moderated monthly FB Live panel series reaching 1,300+
- Produced 4 hours of video content for foundation's YouTube channel
- Met with 8 members of Congress to advance progressive epilepsy policy

09.20 -
12.22

Ad Sales Executive

Yelp • Washington, DC

- Advised portfolio of 400+ clients on digital ad and marketing strategy
- Made 80 daily calls to sell ads and maintain monthly \$20k quota

09.19 -
01.20

Public Relations Intern

Stratacomm
Washington, DC

- Drafted copy for social media campaign that earned 2M impressions
- Wrote article published to 2.5 million readers on client's website
- Created and curated content for FB page, increasing engagement 332%
- Liaised between teams to create social media collateral for 6 campaigns
- Published 3 blogs across client and company websites; edited others

02.19 -
06.19

Marketing Assistant

Open Door Medical Center
Ossining, NY

- Advised on marketing after conducting 4,000 surveys and 6 focus groups
- Awarded grant and 3rd place in national competition for healthtech ads
- Received NY State Assembly Certificate of Merit for fundraising \$3,600
- Earned 800+ signatures sharing petition in 2-week Top 5 Trending op-ed
- Executed 30+ events aiding with orders, promo, registration, and staffing

06.12 -
01.18

Outreach Intern

US Sen. Kirsten Gillibrand &
US Rep. Nita Lowey
New York, NY

- Scheduled 50+ event appearances and oversaw office calendar
- Set up tech and directed hundreds of guests/press at 6 town halls
- Tracked public opinion to aid senior policy advisor draft press releases
- Identified and dialogued with community orgs on collaborative events
- Drafted response to security breach in district's local hospital system

05.15 -
08.17


Education


BA, Public Relations and Strategic Communication


American University
Washington, DC


- Awarded US State Dept Gilman Scholarship to study abroad in Brazil and selected as 1 of 5 program bloggers from 1,600 award recipients
- Executive Director of largest student org, American University PRIDE
- 3.76 GPA (cum laude)

08.15 -
05.19

 Content Creator

 Digital Strategist

 Systems Analyst

 Multicultural Polyglot