

JUSTIN GERO, MS

COMMUNICATIONS & DIGITAL STRATEGY

Communications Manager passionate about creating effective media and building sustainable brands.

Find my resume, references, blog, and digital portfolio on my personal website: <https://justingero.com>

EXPERIENCE

• Communications Manager

National Nurse-Led Care Consortium | 2016 - Present

- Supervise communications and development staff
- Manage internal and external communications
- Developed a content-driven, data-informed digital strategy
- Shifted organizational culture to assess the short- and long-term impact of strategic planning on communications and PR
- Write, edit, and design content for social media, traditional media, newsletters, websites, print, and other communications methods
- Completed a 10-month, \$21,000 website and branding update - coordinated internal staff and external vendors, and led research, design, and development from concept to launch

• Communications Coordinator

Philadelphia Department of Public Health | 2012 - 2016

- Completed a website redesign on an \$83 budget in two months
- Project manager for \$100,000 and \$200,000 marketing campaigns
- Writer and editor for technical, medical, and plain language

• Communications Associate

ActionAIDS | 2011 - 2012

- Wrote press releases, newsletters, and board reports
- Posted to social media; implemented a communications data plan

QUALIFICATIONS

Non-Profit Board Prep Program (Young Involved Philadelphia, 2018)

Four years on Drexel's student newspaper, including as Editor-in-chief

Four writing awards at Drexel for history, policy, journalism, and comedy

EDUCATION

Drexel University, 2010

MS: Science, Technology, & Society

BA: History & Politics

SOFTWARE

Design

Adobe InDesign, Photoshop, Illustrator, Acrobat

Websites

WordPress, Joomla, Drupal, Google Analytics, Search Console, HTML

Other

Salesforce, Automate, MailChimp, Audacity, Microsoft Office

SKILLS

Team Leader

Brand Management

Digital Strategy

Visual Design

PRESENTATIONS

Effective Social Media Techniques to Promote Public Health (2016)

Communications Strategies for Improving Immunization (2014)