

REGINA ROBINSON

COMMUNICATIONS STRATEGIST

PROFILE

NY Emmy-Winning Communications & Marketing Leader with 8+ years of experience driving audience engagement and growth through strategic collaboration with cross-functional teams. A proven architect of multimedia campaigns that elevate brand visibility, enhance reputation, and deliver measurable outcomes. that consistently secures top-tier media coverage and expands digital reach by 2.4 %+ monthly.



917-586-0343



rrobinson.regina@gmail.com



www.linkedin.com/in/reginarobinson1



www.reginarobinson.net

CAREER HIGHLIGHTS

- Nominated for 2024 NY Emmy for production of short documentary highlighting a physician's community service efforts.
- Won 2021 NY Emmy for producing COVID-19 prevention awareness content.
- Led rebranding of all SOMOS branding assets, digital platforms/print, and ran two major advertising campaigns that became the standard to be measured against in New York State and increased social media followers over 400%.
- Achieved a tenfold increase in media coverage by creating an effective public relations strategy; that led to press coverage locally and nationally as well as a first feature on major news channels and publications such as ABC, CNN, Crain's New York.

WORK EXPERIENCE

COMMUNICATIONS CONSULTANT

New York, NY

April 2025 - Present

- Executive Communications: Expert in crafting white papers, annual reports, and C-suite messaging that strengthen stakeholder loyalty.
- Crisis Management & Policy Writing: Develop Crisis Communication and draft policies that reflect the organization's culture.
- Brand Visibility: Spearhead cross-platform rebranding initiatives and utilize SEO analytics to maximize audience reach.
- Cost Optimization: Streamline workflows, manage projects, and negotiate contracts to reduce marketing operating expenses significantly.

EDUCATION

BACHELOR OF ARTS

COMMUNICATIONS

BARUCH COLLEGE-CUNY

2011 - 2015

SKILLS

HARD SKILLS: Brand Management, Content Creation and Writing, Data Analysis and Analytics, Media Relations and Pitching, Policy Writing, Project Management and Planning, Intermediate Spanish, Website Management

SOFT SKILLS: Crisis Management, Negotiation, Presentation, Relationship Building, Storytelling

EXPERIENCE CONTD.

- Design & Production: Create original multimedia content for print, digital, television, and social media platforms.
- Marketing: Lead and develop marketing campaigns that increase brand awareness, revenue, and grow target markets.
- Social Media: Create strategic content and publishing schedules that increase engagement.
- AI & Automation: Develop and utilize AI prompts for workflow optimization.

DIRECTOR OF COMMUNICATIONS

SOMOS COMMUNITY CARE

New York, NY

February 2023 - April 2025

- Spearheaded communications initiatives to drive and ensure brand visibility, resulting in social media audience growth and a tenfold increase in national and local media coverage.
- Developed and facilitated Employee Data Reporting training for NYS B.R.A.V.E. Long COVID-19 Awareness health education initiative.
- Built, curated, and managed creative marketing campaign strategies for digital and print media channels, social media, and OOH advertising. Consistently achieving a conversion rate of 3.1% across all marketing platforms.
- Wrote and collaborated with C-suite level executives to develop annual reports and white papers that resonated with external Government Affairs stakeholders and employees and effectively communicated the organization's goals, impact, and strategies to strengthen brand loyalty.
- Reduced operating costs by 27% through contract negotiation and optimizing workflows.

MARKETING & COMMUNICATIONS SPECIALIST

SOMOS COMMUNITY CARE

New York, NY

January 2018 - February 2023

- Pioneered and directed data-driven Communications and Public Relations strategies, gaining national attention, increasing brand recognition, while strengthening market position in multiple languages.
- Produced the NY Emmy Award-winning multilingual animated series SOMOS Kidz, a COVID-19 prevention education series for children under 12.
- Led cross-media rebranding initiatives that transformed organization identity while enhancing visibility through strategic digital and print asset optimization.
- Developed and facilitated bilingual public health webinar series to educate Medicaid and Medicare beneficiaries and highlight organizational services and leadership.

SKILLS CONTD.

SOFTWARE & TECHNOLOGY:

Adobe Creative Suite (Acrobat, Illustrator, InDesign, Photoshop, Premiere Pro), Asana, Brevo, MailChimp, Microsoft Office Suite (Word, Excel, PowerPoint, Outlook, OneDrive, SharePoint, Teams), Survey Monkey, WordPress, Zapier, Zoho

CERTIFICATIONS

- Google Prompting Essentials- 2025
 - Cisco Basic Operating Systems Basics Course -2025
 - Cisco Hardware Basics Course- 2025
-

PROJECTS

- Impact Report (Whitepaper)
 - SOMOS Annual Report 2022
 - SOMOS Back-to-School Campaign 2021-2025
 - SOMOS KIDZ en Español (NY Emmy Award-Winning Animated Series)
 - SOMOS Year In Reviews 4 & 5 (Annual DSRI Reports)
 - Tú Salud en Tus Manos (Spanish Language Health Webinar Series)
-

AWARDS & HONORS

- 2024 NY Emmy Nominee
- 2021 NY Emmy Recipient