

REGINA L. ROBINSON

New York, NY | (917) 586-0343 | rrobinson.regina@gmail.com | LinkedIn profile | www.reginarobinson.net

COMMUNICATIONS STRATEGIST

PROFESSIONAL SUMMARY

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 secure top-tier media coverage and expand digital reach. A tech-oriented communicator utilizing AI automations and Data Analytics to optimize workflows and monitor social listening and deliver measurable impact in fast-moving, consumer-facing environments.

CERTIFICATIONS

Google AI Professional | CompTIA A+ | Cisco Endpoint Security | Cisco: Hardware Basics | Cisco: Operating Systems Basics

CORE COMPETENCIES

- **Strategic Communications:** Corporate Communications, Public Relations, Crisis Communications, Media Relations, Stakeholder Engagement, Change Management, Multilingual Public Information.
- **Marketing & Brand Management:** Expert at digital, experiential, and target marketing. Extensive experience with Brand Development and managing the persona of large, consumer-facing brands to drive alignment with operational goals and core values.
- **Technology & Analytics:** WordPress (CMS), Mailchimp, SEO Analytics, AI Prompting (ChatGPT, Gemini, Zapier), ADA Accessibility Messaging and UX Design, Adobe Creative Suite.
- **Policy & Advocacy:** Legislative Research, Memos of Support, Public Advocacy, Public Testimony Drafting, Intergovernmental Relations, Policy Impact Analysis, SOPs.
- **Community Management:** Building relationship-driven spaces and fostering trust in organic brand discussion topics.

PROFESSIONAL EXPERIENCE

Communications Consultant

April 2025 - Present

Freelancer | New York, NY

- **Executive Communications:** Craft white papers, annual reports, and C-suite messaging to increase stakeholder engagement and strengthen stakeholder loyalty.
- **Crisis Management and Policy Writing:** Develop Crisis Communication plans and draft policies that reflect the organization's culture.
- **Brand Visibility:** Spearhead cross-platform rebranding initiatives and utilize SEO strategies to maximize audience reach.
- **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 across various platforms such as Facebook, Instagram, X (Twitter), YouTube, and LinkedIn.
- **AI Automation & Workflow Optimization:** Develop and utilize AI automation for workflow optimization using tools such as Asana, ChatGPT, Gemini, Zapier, and Zoho.

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COMMUNICATIONS STRATEGIST

PROFESSIONAL EXPERIENCE CONTD.

Director of Communications

February 2023 - April 2025

SOMOS Community Care | New York, NY

- **Brand Development & Management:** Spearheaded comprehensive communication initiatives to drive and ensure brand visibility, resulting in social media audience growth and a tenfold increase in national and local media coverage.
- **Change and Crisis Communications:** Developed and facilitated Employee Data Reporting training for NYS B.R.A.V.E. Long COVID-19 Awareness health education initiative.
- **Marketing:** 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.
- **Executive Communications:** Wrote and collaborated with C-Suite executives on Executive Communications, such as annual reports and white papers that resonated with external stakeholders and employees and effectively communicate the organization's goals, impact, and strategies to strengthen loyalty.
- **Budgeting:** Reduced Communications Dept. operating costs by 27% through negotiating contracts and optimizing workflows.

Marketing & Communications Specialist

January 2018 - February 2023

SOMOS Community Care | New York, NY

- **Public Relations:** Increased earned media coverage of the organization through strategic pitching and ad placement, leading to increased coverage on media outlets such as ABC, Crain's New York, and City & State.
- **Content & Delivery:** Led and produced the NY Emmy Award winning short series SOMOS Kidz project which earned the organization one of its very first content awards.
- **Copywriting:** Wrote engaging press releases, blogs, whitepapers, and reports that increased organization's visibility in local and international publications.
- **Community and Stakeholder Engagement:** Developed and facilitated bilingual public health webinar series to educate Medicaid and Medicare beneficiaries, that highlighted services offered and positioned leadership as knowledge experts.

Communications Specialist

September 2017 - January 2018

Winston Staffing | New York, NY

- **Data Analytics:** Analyzed communication channels to improve digital traffic and internal engagement metrics.
- **Branding Strategy:** Strengthened brand presence through multimedia content strategies tailored for diverse audiences.
- **Development and Digital Marketing:** Orchestrated cross-functional philanthropic initiatives while maintaining consistent brand messaging across diverse communication platforms. Conducted targeted digital marketing analyses to identify growth opportunities and optimize communication channel performance.

EDUCATION

Bachelor of Arts, Corporate Communications

Baruch College-CUNY

AWARDS & HONORS

2024 New York Emmy Nominee (Short Documentary Production)

2021 New York Emmy Recipient (COVID-19 Prevention Awareness Series)