

# Jeanne Jarvis-Gibson

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A highly effective Communications Specialist with over four years of experience and a strong track record of implementing impactful communication strategies and disseminating scientific information to the general public. Skilled in creating engaging digital content, managing and growing social media presence, designing compelling visuals, and executing targeted email marketing campaigns.

## WORK EXPERIENCE

### Health Communications Specialist

December 2024 - Present

*National Institute of Mental Health/National Institutes of Health*

*Bethesda, MD*

- Collaborates with researchers and key stakeholders to gather and synthesize complex information, contributing to clear and consistent project messaging for website content.
- Develops and delivers strategic digital content, including website copy, social media updates, and newsletters, ensuring clear communication of project information to the public.
- Creates compelling graphics on a weekly basis using Canva and Adobe for digital marketing and social media campaigns to promote agency content and initiatives.
- Designs, plans, and implements targeted email newsletters for mental health campaigns (Brain Awareness Week, World Bipolar Day, Research Highlights, and Institute News) leveraging email distribution services to reach over 300,000 subscribers per email.

### Health Communications Specialist

January 2023 - December 2024

*National Institute on Aging/National Institutes of Health*

*Bethesda, MD*

- Developed and delivered impactful presentations for leadership and stakeholders, translating project updates and detailed information into concise formats.
  - Led promotional efforts for events, such as the “[Innovating for Inclusion: Making Clinical Research More Diverse](#)” for over 400 live attendees.
- Built and maintained relationships with internal and external subject matter experts.
- Co-led discussions and bi-weekly meetings to direct the vision, priorities, and goals around recruitment for clinical trial participants.
- Planned, managed, and updated content for multiple digital channels using SharePoint and other websites for both internal and external stakeholders.
- Developed and implemented targeted communication strategies for clinical trial participant recruitment and market outreach.
- Assisted in conducting formative research such as focus groups and national surveys to understand target audience perceptions about Alzheimer’s disease and related dementias.
- Applied formative research findings to develop communication materials to enhance clinical trial recruitment efforts.
- Monitored and assessed analytics, and facilitated the promotion of online platforms created to enhance clinical trial recruitment.
  - Created a yearly social media plan with compelling graphics, authored an [InsideNIA](#) blog post, and wrote listserv blurbs.
  - Spearheaded the development of several [clinical trial participant videos](#) and [user testimonial videos](#) from initial concepts and direction to promotion.
  - Planned photoshoots and video shoots to oversee smooth and accurate new outreach messages and materials.
- Researched and reviewed over 50 sources to identify best resources to assist researchers with their clinical trial recruitment efforts.

### Editor

May 2021 - January 2023

*Contractor for Columbus Technologies at National Institute on Aging / National Institutes of Health*

*Remote*

- Developed, organized, and reviewed science-based clinical trial content such as briefings, press releases, and presentations for senior leadership and other staff, ensuring clarity and accuracy.
- Played an integral role in the development of a digital platform to help enhance recruitment of clinical trial participants.

- Collaborated with senior staff and researchers to conduct formative research to enhance clinical trial outreach and communication strategies.
- Co-authored multiple presentation and conference abstracts to highlight formative research results on the development of clinical trial recruitment materials.
- Applied plain language principles to enhance brain health outreach and communication materials.

### Digital Media Vice President

May 2018 - September 2019

*Volunteer at United Women in Business Foundation*

*Washington, DC*

- Successfully created, implemented and managed the DC chapter's membership growth strategy through MailChimp monthly newsletters, post-event surveys, event planning, event graphics and advertisements.
- Effectively collaborated with the board to increase event attendees.

### Marketing Manager

June 2016 - September 2019

*Apartment House Inc.*

*Silver Spring, MD*

- Researched and implemented marketing tools such as SEO keywords and developed promotional content (e.g. brochures and video testimonials) to increase occupancy.
- Successfully rented both properties to 100% occupancy multiple times.
- Planned, prepared, and orchestrated events for residents.

## EDUCATION

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### University Of Liverpool

December, 2020

*Master of Arts, Digital Culture and Communication*

### Towson University

December, 2015

*Bachelor of Arts, Mass Communication*

*Dean's List, 2015*

## Awards, Skills, and Interests

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- **Awards:**
  - Received two Administrative NIA Director's Awards in May 2024.
  - Received an Administrative NIA Director's Award in November 2023.
  - Received an Award of Recognition of Excellence from Columbus Technologies in May 2022.
- **Skills:**
  - Content Development
  - Strategic Communications
  - Technical Writing
  - Editing
  - Social Media Outreach
  - Marketing
  - Researching
  - Technical Skills: Microsoft Office Suite (Word, PowerPoint, Excel), SharePoint, Teams, Asana, Email Marketing Platforms (e.g., MailChimp, Hootsuite), Canva/Adobe
- **Interests:** International traveling (during my time at the University of Liverpool, I was an International Ambassador for incoming students), my dog Lizzie, film, music, cooking, and baking.