

# DJENABA FIGUEROA

New Jersey, New York, Philadelphia; In-Person/Hybrid/Remote  
(609) 516-6380 • [djenabafigueroa@gmail.com](mailto:djenabafigueroa@gmail.com)

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CREATIVE MARKETING | FUND DEVELOPMENT | COMMUNICATION STRATEGIES  
LEADERSHIP | BRAND MESSAGING | COMMUNITY EMPOWERMENT

*Multifunctional professional with a history of developing innovative marketing techniques that increase revenue, build solid brand image, drive individual and corporate contributions and foster collaborative relationships.*

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## **PROFESSIONAL PROFILE**

- Visionary marketing communications executive with rich community and public relations experience; recognized as a highly organized leader with consistent performance in delivering strategies that drive donations to increase revenue and profit growth.
- Strategic thinker with a strong aptitude for designing messaging and effective marketing strategies that connect community members and impact program development.
- Exceptional interpersonal communicator with a passion for establishing relationships, motivating team members, and seizing opportunities to drive positive change.
- Innovative problem solver who meets demanding project objectives on time and within budget.

## **EXPERTISE AND TOOLS (Partial List)**

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|----------------------|--------------------|--------------------|
| • Microsoft - Expert | • FB/IG/Twitter/CC | • Drupal/Analytics |
| • Adobe Creative     | • Google Ads/SEO   | • Trello/Airtable  |
| • Hootsuite/Glip     | • Flipsnack/Canva  | • Monday           |

## **SELECTED PROFESSIONAL EXPERIENCE**

The Center for Learner Equity – (REMOTE)

### **DIRECTOR OF EXTERNAL RELATIONS & COMMUNICATION, 2023 – 2024**

- Developed CLE's comprehensive communications strategy by fostering partnerships with peer organizations for cross-promotion of content and strategic alignment.
- Collaborated with CLE leadership to identify strategic content dissemination and placement opportunities to ensure effective communication.
- Oversaw and coordinated external communication activities with external contractors, including website management, newsletters, presentations, annual reports, marketing materials, etc.
- Directed all internal and external communication initiatives and managed relationships with external contractors supporting graphic design and product development.
- Directed CLE's communication team to utilize social media platforms like LinkedIn and Twitter to ensure consistent organizational messaging and heightened awareness of CLE's mission.
- Led the curation of original content across various communication channels, positioning CLE as an authority in the field and source of expert insights.
- Represented CLE as a brand ambassador at national events and conferences (including a 150-person research convening with the Bill and Melinda Gates Foundation) to reinforce the organization's mission and values in various forums and coalitions.

- Built and nurtured relationships with key stakeholders, including potential funders, board members, and philanthropic entities, to advance CLE's strategic goals and drive organizational impact.

Purdue University, Office of Diversity, Inclusion and Belonging – (REMOTE) West Lafayette, IN  
**DIRECTOR OF STRATEGIC DIVERSITY COMMUNICATIONS**, 2022 – 2023

- Worked independently to design, implement, and assess a robust communications strategy to support the Office of Diversity, Inclusion and Belonging (ODIB) and the Purdue Equity Task Force (ETF) with a specific focus on engaging the Purdue campus/internal audiences with the work of the ODIB and the ETF.
- Provided strategic guidance, situational leadership and coordinated communications related to crisis management and major DEI issues when needed.
- Led creative strategy and managed content for a dynamic website, new social media accounts and communication channels to promote the ODIB brand, values and mission.
- Developed and implemented campaigns to promote initiatives, events, and programs as directed and studied analytics to improve performance for future growth.
- Drafted speeches, presentations, letters and graphic reports on behalf of executive leadership to assist the office in interfacing with university, local and national media.
- Produced a seasonal magazine and annual report that summarized the efforts of ODIB and made recommendations aligned with University and ODIB strategies.
- Worked directly with MarCom leadership to ensure ODIB and other DEI programs and centers maintained compliance with applicable branding and accessibility guidelines.
- Served as the key liaison within ODIB for the Purdue Marketing and Communications team and as a support to other major communicators across campus.

Rutgers University, University Equity and Inclusion – New Brunswick, NJ  
**DIRECTOR OF COMMUNICATIONS & STRATEGIC INITIATIVES**, 2021 – 2022

- Developed and implemented strategic communications plans for diversity and inclusion that facilitate ongoing updates on how the university is working towards achieving diversity strategic priorities.
- Collaborated with UCM and RComm to develop a clear understanding of best practices for communicating DEI across units with a focus on promoting specific campus and community needs, strategic priorities, and commitments.
- Produced regular newsletters, blogs and podcast assets that fully reflected how we were strengthening our commitment to diversity and community building across multiple priority areas.
- Increased partnership support on university wide diversity projects and formulated clearly defined earned media campaigns to track the development of media relationships and our online footprint.
- Developed strategies that enabled departments within UEI/DICE to engage with various constituencies for effective storytelling between internal and external media contacts.
- Coordinated the production/distribution of program focused marketing materials (media package) and audience specific campaigns (mini-newsletters) to promote UEI's four key initiatives.
- Conducted marketing analytic reviews and monitored engagement; oversaw SEO, media and Google campaigns to effectively promote all programs, events and workshops.

Rutgers University, Graduate School of Applied & Professional Psychology – New Brunswick, NJ

## **DIRECTOR OF MARKETING AND COMMUNICATIONS, 2019 – 2021**

- Directly responsible for the planning, execution, and management of all digital media, print and online communications for all academic programs, centers and clinics; including internal updates and the biweekly production of the Gazette Magazine.
- Developed all communications strategies and marketing campaigns; including writing, editing, and production of all GSAPP publications and advertising materials, reports, brochures, websites, letters, presentations and announcements.
- Ensured consistency of content messaging in close collaboration with the Dean and executive leadership for all offline and online publications, and created an editorial voice that conveys the strategic vision of the school and its mission.
- Managed the Marketing and Communications team, including the Edit Media Coordinator, Editorial Specialist, interns and work study students; led projects with Dean's office administration, IT and the Division of Professional Development.
- Provided support to the Dean, Assistant, Business and Associate Deans and all members of the Executive Committee, for major marketing activities, including the development of all speeches and external university and crisis communications.
- Conducted relevant market research and monitored trends; managed SEO, social media and Google campaigns to effectively promote academic programs/workshops.
- Led special projects as assigned, such as the 45<sup>th</sup> Anniversary Gala, Spring Graduation, website redevelopment, fundraising and communications campaigns.

Henry J. Austin Health Center – Trenton, NJ

## **MEDIA AND COMMUNICATIONS SPECIALIST, 2017 – 2019**

- Designed and initiated strategic communications plans and marketing initiatives to promote the mission of Henry J. Austin Health Center, and its role as a quality patient centered medical home to patients, staff, funders and community stakeholders.
- Served as the editor and designer of Henry J. Austin's online magazine. As the editor, strategically developed thought provoking dialogue and stories to effectively increase brand awareness and influence fund development.
- Managed the website, Constant Contact communications, social media presence and captured all photography for over 15 programs and services to enhance community awareness and involvement.
- Designed creative marketing materials for the health center including the patient handbook, program brochures, flyers, posters and health fair promotions.
- Prepared a biweekly internal newsletter to over 160 staff which highlighted staff appreciation and accomplishments, training opportunities, program developments, new initiatives and community partnerships.
- Continued to increase usage of MyMedAccess, an online patient portal, through team and individual training sessions, agency wide contests and quarterly patient focus groups. Usage grew more than 15% in most recent reporting quarter.

Children's Futures – Trenton, NJ

## **COORDINATOR OF COMMUNITY RELATIONS AND CONSUMER EDUCATION, 2015 – 2017**

- Developed partnerships between a coalition of perinatal professionals, social service agencies and stakeholders to establish community maternal and child health goals that reduce the causes of infant mortality through a state funded Central Intake program.

- Developed and executed community awareness campaigns and outreach events to educate the public on the importance of primary and preventative health services.
- Supported Children's Futures fundraising efforts through database management, the planning of special events and through increasing individual and corporate donations.
- Created the communications plan for children's health issues and supports the agency's communications strategy, branding and other policy agenda items.
- Assisted the President in the writing and producing of print and electronic publications, edits and organized all media, including production and coordination of online video interviews, photography and all social media platforms.
- Spoke publicly in a range of settings on child and family health access issues and ensured effective communication with partners, corporations, donors and media.

Millhill Child and Family Development – Trenton, NJ

**COMMUNICATION & COMMUNITY RELATIONS COORDINATOR, 2011 – 2013**

- Supported fund raising efforts by acknowledging high end donors through data input, preparing publications, reports and integrating new development logistic objectives.
- Designed website development strategies, and implemented marketing and communication tools to encourage community support and drive donations for programs that enriched 3,000 children and families.
- Cultivated professional relationships with major corporations to expand volunteer management initiative, a "Day of Caring", which administered more than 30+ on-site visits for over 400 volunteers annually.
- Executed marketing campaigns and promotions for new CAMP RISE summer literacy program and recruited more than 75% of program attendees through flyers, email marketing, school partnerships and one-on-one contact with parents and potential attendees.
- Fostered partnerships and initiated cohesive logistic schedules to increase Millhill donations, including in-kind giving, individual gifts and advanced profits by more than 34% for the annual casino night fundraiser in 2012 and 2013.
- Created and updated all promotional materials, presentations, letters of support, press and email marketing tools to ensure effective media relations and engage a diverse constituency.
- Worked directly with the board and executive staff to brand new mission and goals and effectively communicated future objectives to potential funders and volunteers.

The Center for Family, Community and Social Justice – Trenton, NJ

**PUBLIC RELATIONS & COMMUNICATIONS COORDINATOR, 2011 - 2012**

- Supported the Director of Operations through the administration of effective logistic schedules, grant management and operational assistance for more than 40 staff members and a \$1.5 million budget.
- Redeveloped the seasonal newsletter and organizational brochure to attract new donors, share upcoming program initiatives and integrate partnerships between community stakeholders.
- Directly responsible for the administration and organization of financial accounting and laying the framework for a NJ Accredited CEU program to diversify funds and manage resources.

New Jersey Work Environment Council – Trenton, NJ

**AWARDS RECEPTION COORDINATOR/OFFICE MANAGER, 2004 - 2009**

- Provided collaborative support to the Executive Director and senior level staff to cultivate relationships and influence advocacy of environmental and labor related government policies.

- Facilitated the organization of the direct mail campaign, annual awards reception and preparation of the commemorative journal to raise more than \$75,000 annually.
- Developed logistical marketing plans for program activities that increased membership and community involvement by 20% per quarter and sharpened constituent awareness of environmental safety.
- Processed and managed queries, reports and forms for over 4,000 database records to enhance membership outreach and increase revenues through core and contribution mailings.
- Organized membership renewals to maintain 100 members and 500 core activities.
- Worked exclusively to develop and edit new database applications, marketing tools and office publications for staff, board and consultants.

Royal Mortgage Corporation – Princeton, NJ

**SENIOR ACCOUNT MANAGER, 2003 - 2004**

- Implemented and managed all sales/marketing relationships for all on and off-line clients, advertisers, future homebuyers and potential investors.
- Identified sales strategies to cultivate business with new and existing client base and influenced consumer base using specific marketing tools to meet sales target and increase revenue by 30%.
- Created client application tool for employees to track lead flow and volume in an effort to monitor client performance with contract terms, originations and overall lead flow profitability.
- Partnered closely with the Executive Vice President to establish and enhance web site development, attain major advertising clientele and meet budgeting goals.

Young Scholars' Institute – Trenton, NJ

**DIRECTOR OF DEVELOPMENT, 2001 - 2002**

- Increased operating budget by \$250,000 through an individual direct mail campaign, foundation and government grant seeking and new program creation.
- Wrote effective public relations materials, increasing program attendance by 50% and developed a strategic fund-raising plan for the executive director and board of trustees.
- Created annual schedules for all proposals report writing and production of the organizational brochure.
- Collaborated with staff in developing new and innovative programs and for the implemented cohesive data processing schedule for all donations and follow up correspondence.
- Successfully completed training in the following courses; *Marketing Planned Gifts*, *Internet Marketing Strategies* and *Starting Capital Campaigns* through the Association of Fundraising Professionals.

**EDUCATION**

*BA, Journalism and Interpersonal Speech Communications*  
Rider University, Lawrenceville, NJ (2019)

**CREDENTIALS**

*Marketing Management Certification, Rutgers University, IMED, Camden, NJ*  
*Leadership Trenton Fellow, Thomas Edison State University, Trenton, NJ*

**VOLUNTEER LEADERSHIP**

*Softball Commissioner, West End Little League, Trenton, NJ (2022 – Current)*