

# DEBORAH ZUNIGA GOLDBERG

## DETAILS

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### PHONE

(917) 749-4879

### EMAIL

goldberg.deborah@gmail.com

## LINKS

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[Website](#)

[LinkedIn Profile](#)

## SKILLS

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Blogging

Content Strategy

Copyediting

Copywriting

Digital Photography/Video

Email Marketing

Fundraising Strategy

Google Analytics

Marketing Strategy

Social Media Strategy &  
Management

Storytelling

WordPress

## PROFILE

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As a nonprofit writer and communications consultant, I help nonprofits increase their visibility and impact through ethical storytelling and strategic communications. My specialties include writing about social issues from an intersectional perspective—and a proven track record in the creative and strategic use of digital platforms. As a communications strategist, I advise on and implement digital strategies related to storytelling, website development, email list growth, social media engagement, and messaging. A deep commitment to movement building guides my work.

## EMPLOYMENT HISTORY

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### Nonprofit Communications Copywriter & Consultant

2013 — Present

- Write and edit stories and copy for email newsletters, websites/blogs, fundraising appeals, and social media
- Advise on and implement digital communications strategies related to storytelling, website development, email list growth, social media engagement, communications assessments, and messaging
- Clients include: *LightBox Collaborative, Solidaire Network, Refugee and Immigrant Transitions, Thousand Currents, Center for Justice and Accountability, Jewish Family and Children's Services*

### Communications & Outreach Manager, Voice of Witness

San Francisco

2014 — 2015

- Led communications for Voice of Witness, a human rights non-profit that focuses on oral history and education
- Coordinated an integrated development and communications strategy including fundraising campaigns, email newsletters and social media
- Created and edited stories and content for the organization's website, blog, and social media
- Increased audience reach and engagement, including a 60% increase in mailing list subscribers, a 45% increase in Twitter followers, and a 20% increase in Facebook fans
- Led outreach for and coordinated 10th anniversary benefit

### Communications & Public Outreach Manager, Thousand Currents (formerly IDEX)

San Francisco

2011 — 2012

- Led communications for Thousand Currents, an international grantmaking organization that partners with community-led initiatives in the Global South
- Through new, integrated strategies and campaigns, grew and diversified the individual donor base and elevated the organization's visibility to a broader audience
- Managed, wrote, and edited stories and content for website, blog, and social media platforms

- Wrote and edited direct mail appeals, annual reports, newsletters and other donor-facing publications including winning grant proposals and reports
- Produced multimedia projects and videos
- Produced 15+ annual outreach events and fundraisers
- Secured pro-bono support, supervised interns and consultants, and helped to launch IDEX's Young Professional Group

**Development & Communications Associate,  
Thousand Currents (formerly IDEX)**

2009 — 2011

**Development Assistant, Thousand Currents  
(formerly IDEX)**

2008 — 2009

**EDUCATION**

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**B.A. Journalism , New York University**

**RELEVANT VOLUNTEER EXPERIENCE**

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**Co-Organizer, Bay Area Cause Communications  
Community**

Bay Area

2015 — Present

- Organize bi-monthly networking events and skills workshops for a group of 300 nonprofit communications and marketing professionals
- Manage group's social media accounts

**Digital Strategy Advisor, WAKE: Women's Alliance  
for Knowledge Exchange**

San Francisco

2020 — Present

- Pro bono advisor with WAKE's Tech2Empower USA program that leverages the power of technology and communications to advance the critical work of women's rights and social justice leaders across the country.

**Volunteer Corps Member, American Jewish World  
Service**

Nairobi, Kenya

2012 — 2013

- 8-month placement with RefuSHE (formerly Heshima Kenya), a refugee rights non-profit based in Nairobi
- Developed long-term communications strategies for web, email, and social alongside director and staff
- Managed launch of website redesign
- Created social media campaigns and wrote content for email newsletters, blog posts, reports and website
- Taught weekly journalism classes to youth ages 12-20.