

Deborah Goldberg

📁 Nonprofit Employment History

Nonprofit Communications Copywriter & Strategy 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: *Solidaire Network, Refugee and Immigrant Transitions, Thousand Currents, Center for Justice and Accountability, Jewish Family and Children's Services*

Communications & Outreach Manager at *Voice of Witness*

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 at *Thousand Currents (formerly IDEX)*

2011 — 2012

Development & Communications Associate

2009 — 2011

Development Assistant

2008 — 2009

- 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

Contact

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Links

[Website](#)

[LinkedIn](#)

Skills

Content Strategy

Copywriting

Copyediting

Storytelling

Social Media Management

Blogging

Digital Strategy

WordPress

Microsoft Office

Canva

MailChimp

Data Management

Data Analytics

Digital Photography/Video

Community Outreach

Fundraising Strategy

Event Planning

Education

B.A. Journalism, *New York University*

RELEVANT VOLUNTEER EXPERIENCE

Co-Organizer, *Bay Area Cause Communications Community*

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*

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*

2012 — 2013

- 8-month placement with *RefuSHE (formerly Heshima Kenya)*, a refugee rights nonprofit based in Nairobi, Kenya
- 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