

jewel bush

Chief of External Affairs

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Communications thought leader with deep expertise in media strategies at a national and global level, regarded as an industry-leading communicator, writer, and strategist. Recognized for setting and leading the external communications strategy and supporting campaigns for diversity, equity, and inclusion (DEI), including proactively releasing thought leadership to the media, working with spokespeople on media interviews, responding to unsolicited media requests, managing communications of in-person and/or virtual events, and building relationship with business leaders.

Competencies

Communications Strategy | Communications Plans | Internal & External Communications | Diversity & Inclusion | DEI Initiatives | Leadership | Corporate Responsibility | Complex Subject Matter Expert | Writing | Project Management | Strategic Partnerships | Public Speaking | Crisis Communications

Experience

GirlTrek | Washington, DC | 2016 – Present

The largest public health nonprofit for Black women and girls in the United States with 1 million members.

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Define, ideate, and drive the execution of the communications strategy with a team of 15 consultants for an international audience. Act as a crucial partner on brand development and messaging, collaborating with various marketing and cross-functional partners. Cooperate with partners in paid-owned and organic media teams to deliver cohesive consumer messaging across all touchpoints. Provide counsel on responding to societal issues, working quickly to prepare and release statements – serve as the international spokesperson. Mentor junior team members.

Brand Awareness

- 100M+ impressions across multiple social media events designed to increase reach, growth, and engagement of online communities.
- \$20M+ in earned media gained by laying out the strategy to increase overall company awareness through executive visibility and thought leadership programs, encompassing key speaking engagements and press opportunities, including but not limited to The Washington Post, BET, NPR, GMA, and the Today Show.
- Manage on the ground social media and press for events of 1,000+ people; expert knowledge of digital communications techniques, communications trends, and industry-leading practices with a focus on integrated communications strategy.
- 126.9% membership growth reached through communication work that garnered media coverage, media partnerships, and influencer collaborations; raised the organization's profile in new spaces such as grassroots, women's groups, and political groups, reaching the 1M member milestone in 2020.

Strategic Partnerships

- \$1M+ in in-kind donations and products received by cultivating and developing partnerships with brands including GoPro and Athleta.
- Brokered historical events such as the first-ever public conversations between the daughters of Betty Shabazz and Malcolm X and Coretta Scott King and Dr. Martin Luther King Jr., Nikki Giovanni, Angela Davis, and all four presidents of the Black national presidents.
- \$500,000 raised over five days through a partnership with Michael B. Jordan and GOAT achieved by engaging and activating key stakeholders, partners, and champions; additional collaboration with Amazon Prime aired nationwide.

Planned Parenthood Gulf Coast | Houston, TX | 2013 – 2016

A nonprofit organization that provides reproductive health care in the United States and globally.

Communications Manager

Directed the internal and external communications strategies to achieve the organization's communications goals through proactive and reactive media relations, oversight and development of web-based communications efforts,

including social media platforms, creation and management of publications, and collaboration and implementation of best practices to protect and elevate the company. Partnered with C-level executives on speeches and presentations while acting as the organization's official spokesperson.

- Garnered positive regional and national media coverage with large outlets, including Cosmopolitan magazine.
- Strengthened the brand's external reputation by directing the press strategy, including the staging of press conferences, rallies, and other earned media events; coordinated and conducted interviews, pitched stories, and responded to media inquiries.
- Grew volunteer base and supported high employee retention by training staff, volunteers, donors, and former patients; trained and prepared others for media interviews, public speaking engagements, and crisis communications.

Service Employees International Union (SEIU) | New Orleans, LA | 2010 – 2013

A union representing 1.9 million workers in over 100 occupations in the United States and Canada.

Campaign Director | 2012 – 2013

Essential role with unions, labor councils, and allies, to build the power and organizing capacity of the labor movement at every level. Collaborated with unions and labor councils to involve a new generation of union activists and leaders who gain experience to win campaigns. Supervised teams of organizers and planned union contract negotiations with the private sector across the state. Created and implemented the media relations strategy.

- Improved union member engagement by developing, implementing, and evaluating all aspects of campaign plans and work plans.
- Increased union member salaries through employee advocacy; assisted with staff development around representation and steward development.

Communications Coordinator | 2010 – 2012

Collaborated with the union president and team to develop the member communications strategy and frameworks for on-the-ground campaigns. Managed and produced social media and online presence along with organizational collateral materials. Fostered relationships with media and media professionals and facilitated annual events. Promoted to campaign director.

- Created the communications program from scratch by developing internal and external communications, including social media and traditional media platforms.
- Lifted reach, growth, and engagement by building an online presence and communicating directly with members and the public using multiple platforms.

Career Note: Additional experience as **Communications Lead** with Social Media Week Lagos, **Public Relations & Organizing Strategy Consultant** with Foundation for Louisiana, **Freelancer** with The Washington Post, **Communications & Marketing Specialist** with American Cancer Society, and **various writing positions**.

Awards & Fellowships

CoreAlign, Speaking Race to Power Fellowship

Public Leaders Fellowship (PFL) sponsored by the New Orleans Coalition on Open Governance

Louisiana-Mississippi Associated Press First Place Lifestyles

The New York Times Regional Media Group's Chairman's Award (2X Winner)

American Association of Sunday & Features Editors' Minority Fellowship

Louisiana Press Association First Place Individual Feature Writing, Division B

Affiliations

Radical Communications Network | **Leadership Team**

Patois: New Orleans International Human Rights Film Festival | **Board of Directors**

Kids Rethink New Orleans Schools | **Board of Directors**

Konbit Pou Edikasyon | **Board of Directors**

Justice and Accountability Center of Louisiana | **Board of Directors**

Education

Bachelor of Arts, Mass Communication, Nicholls State University, Thibodaux, LA